

# City of Reggio Calabria



*Agencia per la Coesione Territoriale*



**UNIONE EUROPEA**  
Fondi Strutturali e di Investimento Europei

## City of Reggio Calabria



With a thousand-year history, set between sea and mountains on the tip of the boot of the Italian peninsula, Reggio Calabria with an area of **236 km<sup>2</sup>** and over **170,000 inhabitants**, covers over **32km of coastline** that embraces hills and mountains up to **1803 meters** above sea level.

The rich historical-cultural heritage has its roots in Magna Graecia and the myth of the Fata Morgana appears as if by magic the Ionian and Tyrrhenian seas.

In this context the objectives and resources of the PON Metro 14-20 have found application, allowing the City to seize the opportunity for intelligent, sustainable and inclusive growth.

In the scenario of urban spaces transformed into livable and participatory places, the administrative capacity of the Municipality of Reggio Calabria has increased his digital services in a change management approach and transition to digital.

The Smart City paradigm thus takes on a recognizable physiognomy, combined with the necessary level of accessibility.





The development and modernization of urban services, sustainable mobility and the circular economy, energy efficiency, social inclusion, employability and the entrepreneurial growth, constitute a good perspective to apply the new national Programme fund 21-27.

Furthermore, in an ecosystem vision, with the goals of smart cities, Reggio Calabria and the municipalities of the Metropolitan City will enhance physical and virtual connections by increasing the level of “public value”.



## **FROM THE PON METRO 2014-2020 OF REGGIO CALABRIA TO THE PN METRO PLUS AND SOUTH MEDIUM CITIES 2021-2027**

The funds that the City of Reggio Calabria had at its disposal with the Pon Metro 14-20 programming made it possible to achieve important goals like the direct and active participation of citizens in the way of a green, digital and resilient recovery. Digital agenda, energy efficiency, environmental sustainability, urban mobility and social inclusion are the main areas of intervention.

Currently, with the PN Metro Plus and Medium-Sized Southern Cities 2021-2027 Program, the City continues to look to the future with an integrated vision oriented towards eco-sustainable development. The focus is on the most advanced models of digital innovation, social inclusion and access to employment, promotion of cultural heritage, sustainable tourism and security, also as tools of social innovation: a challenge that aims to consolidate the heritage of technical-administrative skills acquired to allow an effective transition to the new cycle of programming funds.





## ACTIONS TAKEN AND OBJECTIVES

### Metropolitan digital agenda

The renewal and development of interactive digital services, the activation of digital platforms, the valorisation and integration of existing technological assets, increase the efficiency of public services and the valorisation of resources

Examples of our digital services:

**Smart City Platform;**

**Smart Tourism;**

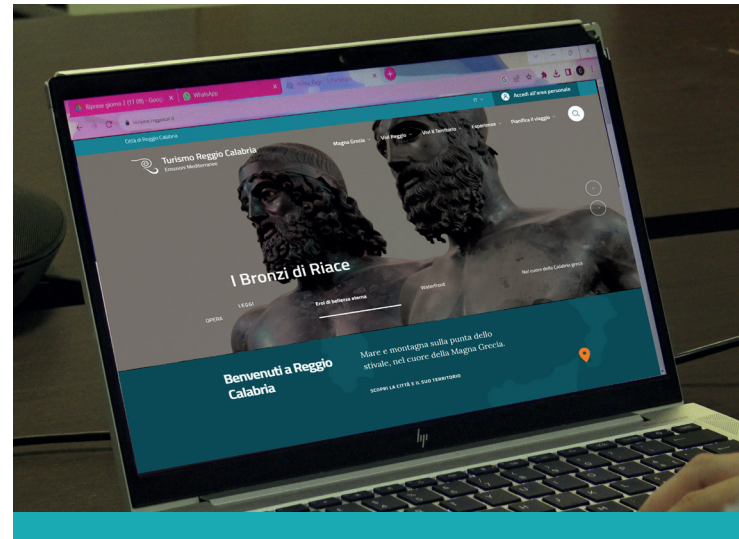
**Digital Administration;**

**Enhancement the offer of digital services**

**and smart working to deal with the COVID-19 emergency;**

**RC active citizenship;**

**Multi-function and multi-channel help desk for citizens.**





## Sustainability of public services and urban mobility

- To address urban governance issues on energy consumption and polluting and climate-change emissions, in terms of environmental, economic and social sustainability, the following have been created:
  - Switching and modernization of the public lighting network using low-energy materials and innovative auto energy adjustment system.
  - Regeneration of Waterfront urban area for pedestrian and cycle mobility.
  - Improvement of public transport, through the strengthening of the fleet of vehicles in circulation and the installation of “smart” bus-shelters powered by a photovoltaic panel and digital display to real time information on public transport.





## Servizi per l'inclusione sociale

A 360° view of the territory and the communities that are part of it, i expressed and unexpressed needs, situations of fragility and hardship, were the starting point of a transition from a static model centered on crystallized services to a community welfare model, aimed at making the City effectively inclusive.

Among the projects:

- Housing contributions to categories in difficulty to maintaining their own housing;
- Opening of "Solidarity emporiums" as distribution centers for essential purposes meant for families in difficulty.
- Proximity Hub for the provision of counseling services to families
- Relaunching the social economy with the granting of contributions for social innovation initiatives

### Infrastructure for social inclusion

Urban and social inclusion, environmental sustainability, housing quality, overcoming urban decay are the themes underlying the paradigm of an urban and human ecology, the ability to move from the many "non-places" to the "places" of integration and community building.

There are many places of sharing ideas, social innovation laboratories and proximity hubs to the community.

Among the projects:

- Social housing: recovery of the former "Ricoveri Riuniti" to be used for the elderly and of a former colony for the creation of "Dopo di noi" project;
- Regeneration of the degraded spaces of the Waterfront, transformed with a significant renovation project.

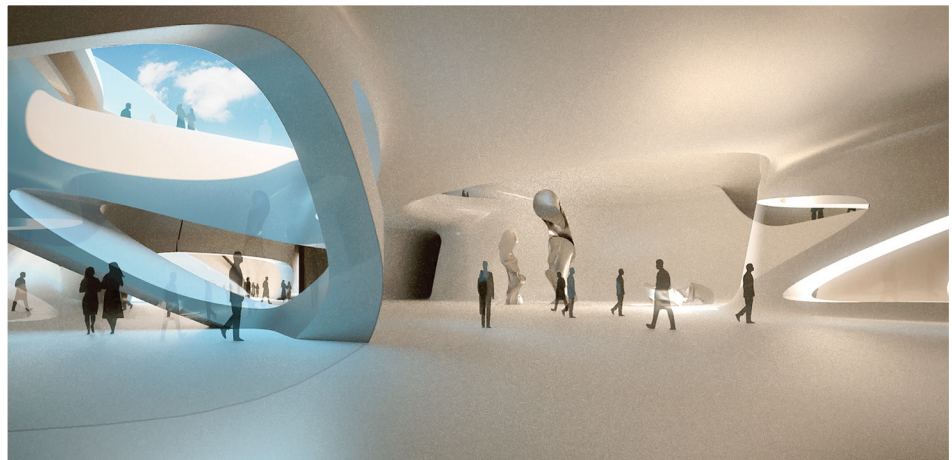


## Mediterranean Museum

The Mediterranean Museum is among the 14 strategic cultural investments for the rebirth of the Country. It was born thanks to the opportunity of the PN Metro Plus 2021-2027, based on the project by architect Zaha Hadid. The intervention consists the construction of an exhibition building on the city's waterfront near the port. The project exploits the potential of the location, along the Strait, a sea channel that separates mainland Italy from Sicily, expanding the tourist offer, in a context that places emphasis on the historical and landscape dimension of a place that becomes a catalyst for tourist experiences. For the construction of the external envelope, the intervention is financed by the MiC with PNRR funds, being one of the great Italian cultural attractors; and with the resources of the PN Metro Plus 2021-2027 for the internal, structural and plant design. The work presents itself as a sinuous building that forms a sort of crescent visible also from the sea, divided into several pavilions, with exhibition and educational areas, research laboratories, an auditorium, a library and, above all, a large aquarium.









## **Technical Assistance**

In order to guarantee optimal management of the resources assigned for the implementation of the “transversal” aspects of the program, an integrated support service has been provided, to guarantee adequate conditions of correctness and compliance with the internal and European disciplinary and regulatory context, as well as adequate updating of procedures and systems, in order to improve levels of effectiveness and efficiency.

## **Green, digital and resilient recovery**

Launch of a systemic valorization towards a green and digital transition of the urban context:

- One stop shop for citizens: new model of use of services that contributes to increasing the quality of life of citizens, through remote access to documents and services which reduces and simplifies the time to use information, thus reducing the attendance at physical branches and travel.
- Provision of vouchers for local public transport, annual digital travel tickets, for sustainable mobility and the efficiency of local public transport.

## **Social, economic and employment recovery**

The financial resources allocated by the program have made it possible to strengthen the existing socio-educational services: nursery schools, educational assistance in schools and home care for the elderly.

# A PROJECT FOR THE DIGITAL TRANSITION

## Multi-function and multi-channel help desk for citizens

The Multi-function and Multichannel Help Desk for Citizens was created with the aim of tackling the path of digital acceleration and customer oriented transformation aimed at citizens and city users.

The project is contextualized in the field of the digitalisation of municipal services, and plans to combine the autonomous use mode (self-service) with other interventions capable of combating the problem of the digital divide, and supporting users towards the transition to digital: Contact center - One-stop shop for citizens - Self Service.

### Project goals:

- "tailor-made" service for the citizen
- simplification of access methods with advanced technologies
- self-service services.

### The main benefits of the project:

- gradual "merging" of the current citizen desks located

throughout the municipality in a single location, physical and virtual.

- efficiency of services: reduction of management costs; reduction in the number of resources; reorganization of locations▪
- integration of local services and single multi-channel access point
- reduction in user travel; time and cost savings; lower environmental and mobility impact.

The Contact Center includes workstations where it is possible to provide/use municipal information and device services.

The One Stop Shop includes a set of physical workstations located in a highly accessible area of the municipal management center (CEDIR) free of architectural barriers



## **The CzRM as the driving force of the Multi-function Help Desk**

Citizen Relationship Management - CzRM - was created as a master database to centralize information coming from different municipal archives, as well as to build the digital archive of all contacts and relationships with users - regardless of the channel used - and of services offered by the municipality. It is also the central architectural element for proceeding with the migration of the Municipality's digital services to the cloud, and constitutes the database of the administration's databases, imposing a "standard" database for overcoming the current dispersion. and fragmentation of archives, to the benefit of the uniqueness and truthfulness of the data.

Main functions:

- Collects, categorizes, and lists the needs and requirements of citizens;
- Monitor, track, and archive the progress of practices/services;
- Prepares 1-to-1 outbound communications with users.

## **One Stop Shop for Citizens**

It is a multi-channel platform that places the taxpayer-citizen-user in an active role of participation and sharing within the municipal organization and, in any case, the services provided.

The platform is integrated with latest generation technologies, which give the infrastructure a web-oriented connotation for



the dissemination of the service via the internet channel and, at the same time, a “classic” access system via PSTN. With the creation of this help desk, the Municipality creates process and product innovation, intercepts and channels the needs and expectations of users, putting them in a position to consult their data, submit requests, view the status of requests and receiving the result, without leaving your digital workstation, without time constraints and without waiting times. It is also interesting to point out how the Municipal Administration, thanks to the digitalisation of services, significantly reduces municipal building needs and therefore polluting emissions, contributing to improving the sustainability of urban mobility and reducing user travel.

## **NATIONAL PROGRAM “PN METRO PLUS AND SOUTHERN MEDIUM CITIES 2021-2027” CITY OF REGGIO CALABRIA**

The 2021-2027 programming continues and strengthens the intervention strategy in favor of the 14 Metropolitan Cities, which participated in the 2014-2020 Metro PON.

The Municipality of Reggio Calabria is moving towards the new programming which envisages, in addition to continuity with the previous one, also the expansion towards new innovative areas of actions to be undertaken aimed at urban development.



## THE ACTIONS AND OBJECTIVES OF EACH PRIORITY

### **Priority 1 – Digital agenda and urban innovation**

The actions that the Municipality of Reggio Calabria undertakes in this field of intervention allow to achieve the objective of continuity of the digitalisation process in a line to the digital transition priorities.

The priority also supports small local businesses for the redevelopment and regeneration of less used urban contexts.

### **Priority 2 – Environmental sustainability**

The actions that the Municipality of Reggio Calabria undertakes with respect to the Priority 2 strategy concern energy efficiency and the development of low CO2 impact interventions to guarantee the protection and valorisation of the territory, rational management and sustainable use and circularity of resources.

### **Priority 3 – Sustainable multimodal urban mobility**

In relation to this area of intervention, the objective of which is to support green urban mobility, the Municipality of Reggio Calabria implements smart mobility interventions, therefore investing in technologies, infrastructures, mobility solutions (parking, charging networks, road signs, vehicles ) in order to reduce traffic, pollution and create intelligent flows; promote mobility accessible to all.

### **Priority 4 – Services for social inclusion and innovation**

In relation to this Priority, whose objectives are the prevention and, where possible, overcoming the conditions of socio-economic fragility of citizens, the actions that the Municipality of Reggio Calabria undertakes are characterized by being the city's response to social marginalization, with particular reference to interventions aimed at rethinking social services as a tool for social innovation, or opportunities for employment development for the City, and not only as an intervention to satisfy the needs of the most vulnerable categories.

### **Priority 7 - Urban regeneration**

The Municipality of Reggio Calabria finalizes the actions financed by Priority 7 to achieve strategic objectives, such as recovery and better use of cultural heritage, and of underused, abandoned or unsafe spaces, encouraging the use of eco-compatible materials to redevelop them respecting environmental sustainability, and wanting to interpret urban regeneration interventions as a tool for relaunching the territorial image.



# Reggio Calabria

- over **170.000** inhabitants
- **236 Km<sup>2</sup>** surface area
- **32 Km** of coastline
- **1500 hectares** of woodland
- **Da 0 a 1803 s.l.m.** altimetric level

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