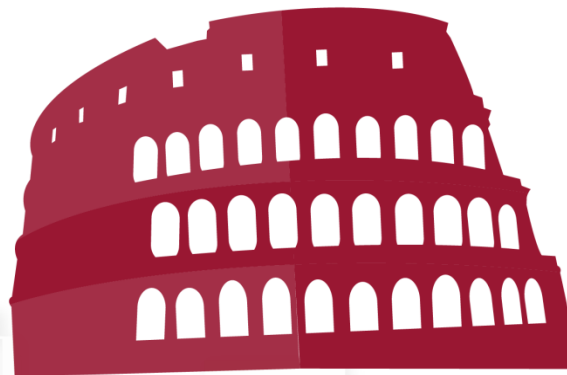


ROMA



Roma



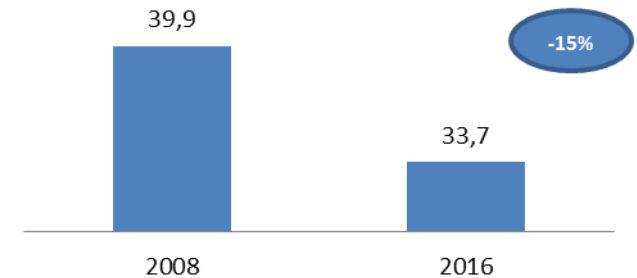
ROME CITY VIEW

- Population 2,890,000
- Area: 1285 km²
- Budget: 4,6 billion Euro
- 25,000 points of interest for the historical, artistic and archaeological heritage
- 35.3% of protected natural areas and urban green areas
- Vehicles 2,500,000, Cars 1,840,000, 2 wheels 500,000
- The Rome metropolitan area includes 121 municipalities in 5.363,28 km² and a population of 4,340,000 residents.
- Foreign diplomats institutions: more than 180
- Tourist flow: 20 million ca. arrivals; 40 million ca. nights spent in tourist accommodation establishments

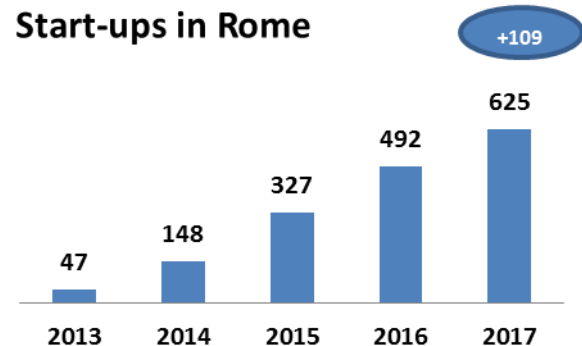
Economic features

- As at March 2018, the city recorded 493.295 registered companies of which 77.819 are locals and 66,377 non-local (3.408 registered Chinese companies in 2016). The vast majority are grouped in the following main industries: automobiles, food & hospitality, tourism and rental services, scientific and technological research
- Since 2013, the number of innovative startup increased of +109% and marking the following strength points: more than 50 smart working centers, 5 technology transfer centers, 12 FabLabs (fabrication laboratory) and more than 20 entrepreneurship program
- GDP: In 2016, the city's GDP per capita totaled 33.718€. Since 2008, GDP per capita slightly decreased by 15% points (39.9k € in 2008)

GDP per capita (K€)*



Start-ups in Rome



Economic features

Internationalisation of businesses

Rome's main exported goods: top 3 macro-sectors recording economic growth:

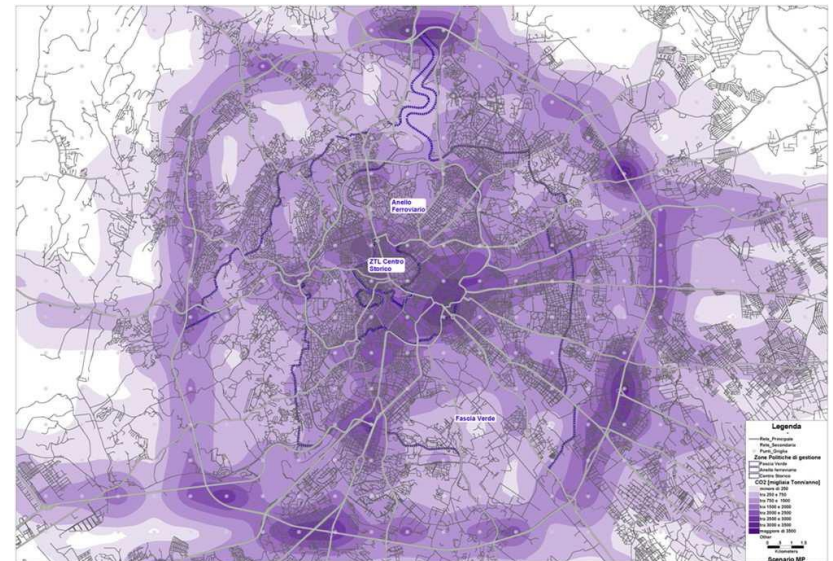
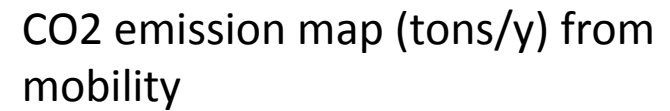
- Chemical products, plastic recording a turnover of 4,3 billion in the last quarter of 2017 (compared to 2,5 billion in 2016)
- Medical supplies and pharmaceutical products recording an annual turnover of 346 million (gaining +147% points compared to 2016)
- Fashion industry recording an annual turnover of 670 million (gaining +20,6% points compared to 2016)

China is placed among the top 10 Rome's commercial partners majorly exporting IT machinery and supplies, recording +19,2% points of the total of Rome's imports.

Tourism: Rome is the third most visited city in the EU, and receives an average of 7–10 million tourists a year. In 2015 approximately 1.4 million of Chinese tourists have visited Italy. Rome is the first Italian city visited by Chinese tourists (91% of the total of tourist flows).



- Traffic congestion
- High air pollution levels



FREIGHT DISTRIBUTION, A LOOK BACK

Freight distribution is supported by rules system and incentives

- access rules (freight LTZ set up)
- weight and dimension restriction to enter in LTZ
- time windows
- permissions fee
- ecological vehicles incentives



PROBLEMS AND WEAKNESSES

Nevertheless

- traffic congestion
- logistic bays not always respected, lack of regulation and control
- weak controls (only LTZ e-gates)
- difficult cooperation among Municipality, transport operators and shop owners
- market unavailability of more ecological vehicles
- limited use of electric vehicles due to their autonomy/recharging time/load factor

OBJECTIVES

- Guarantee maximum accessibility, livability, social inclusion, competitiveness, environmental sustainability and equity
- A multimodal mobility with low emissions and open to technological innovations
 - Reduce negative freight vehicles impact
- Guarantee the accessibility in the historical centre

ROME' ACTIONS FREIGHT PLAN

- enlargement of the freight LTZ (rail ring limit)
- planned new booking service to optimize parking areas
- timetable and pricing policy evaluation, based on vehicle models and commodities
- van-sharing policy promotion
- increasing the vehicles load capacity and reducing unloaded trips, through new transit points
- revise/update the loaded and unloaded freight plan in the city centre
- rail ring zone (500,000 inh.): revised rules to limit private traffic according increasing Euro categories
- rationalization of PT: more integrated with Metro, Tram and Railways nodes. Optimizing stops and lines
- promotion of sharing and electric mobility in a multi-modal approach
- new LEZ concept: installation of e-gates to control rules respect
- by 2018 rewarding scheme for non-pollutant drivers with pollution charging concept

Innovation rhymes with simplification

Agenda Open, Open Value, Open Code, or how openness helps innovation in PA

Program Guidelines 2016-2021 for the Government of Roma Capitale: *‘Rome is simplified if it becomes a place where the exercise of rights and respect of duties are easy for everyone and where everyone can contribute to improvement’. This is the vision that guides the activities that we have undertaken with the Rome Simplified Department in recent months, starting with four broad areas of action: open government; digital skills; smart city.“*

- Digital Agenda (*adopted on 2017*)
digital services

simplification of processes within the
Administration

connectivity



OPEN DATA

On-going activities

- make data from the Administration and, in general, about Rome accessible and reusable;
- make the data from the Administration understandable for citizens;
- promote the reuse of data for the realization of services by enterprises;
- promote the involvement of city-users and, in general, of stakeholders in identification of the data to be opened

Environment: towards more sustainable living and climate action

Objectives: 40% cuts in CO2 emissions, from renewable energy and improving energy efficiency such as public and residential buildings, lighting, mobility and waste, climate change and their likeliness to adopt adapting and mitigating behaviours.

The 2019 **Sustainable Energy and Climate Action Plan** (SEAP) will be drafted and presented following discussions between experts and all stakeholders.

Investments with EU funding

EUR 110 million of ESI funds



Sustainable mobility, digital agenda, social inclusion, administrative capacity

International relations through EU projects

RESEARCH AND INNOVATION			
 CS-AWARE CYBERSECURITY CS-AWARE - Cybersecurity situational awareness and information sharing solution for local public administrations based on advanced big data analysis	 SMARTICIPATE SMARTICIPATE - Smart services for calculated impact assessment in open governance	 SMR Smart Mature Resilience SMR - Smart Mature Resilience	 CITY.RISKS CITY RISKS - Avoiding and mitigating safety risks in urban environments
MOBILITY AND SECURITY			
 ELVITEN ELVITEN - Electrified L-category Vehicles Integrated into Transport and Electricity Networks	 CITYLAB CITYLAB - City Logistics in Living Laboratories	 MyCORRIDOR MYCORRIDOR - Mobility as a Service in a multimodal European cross-border corridor	 CEF programme Rome Urban Core Network Node
 NOVELOG NOVELOG - New cOoperative business modElS and guidance for sustainable city LOGistic	 SYSTEM - SYnergy of integrated Sensors and Technologies for urban sEcured environMent		
SOCIAL INCLUSION			
 PROGETTO ROMUNICARE ROMUNICARE Integration beyond the clichés	 STOP BULLYING BUILD FUTURE! Build Future, Stop Bullying	 Europe for Citizens RoSaE - Rome and Sarajevo for Europe	
ENVIRONMENT			
 Life4Soil			



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