

## **GENERAL OBJECTIVE OF THE STRATEGIC PLAN – 2007/2013 - OF THE CITY OF REGGIO CALABRIA**

Enhancing the connection between the local job demand and the local working age population (equal to 51,9 % in 2005) in order to draw up the Lisbona and Goteborg's purpose.



# THE MISSION OF THE STRATEGIC PLAN

Identificating the potential drivers for the development of the city and to focus the specific and operative purposes in order to activate multiplication processes to reach the objective of the Plan.

To research and involve companies, private and social organizations and public bodies in a partnership for realizing and leading projects and significant actions for the implementation of the strategy.



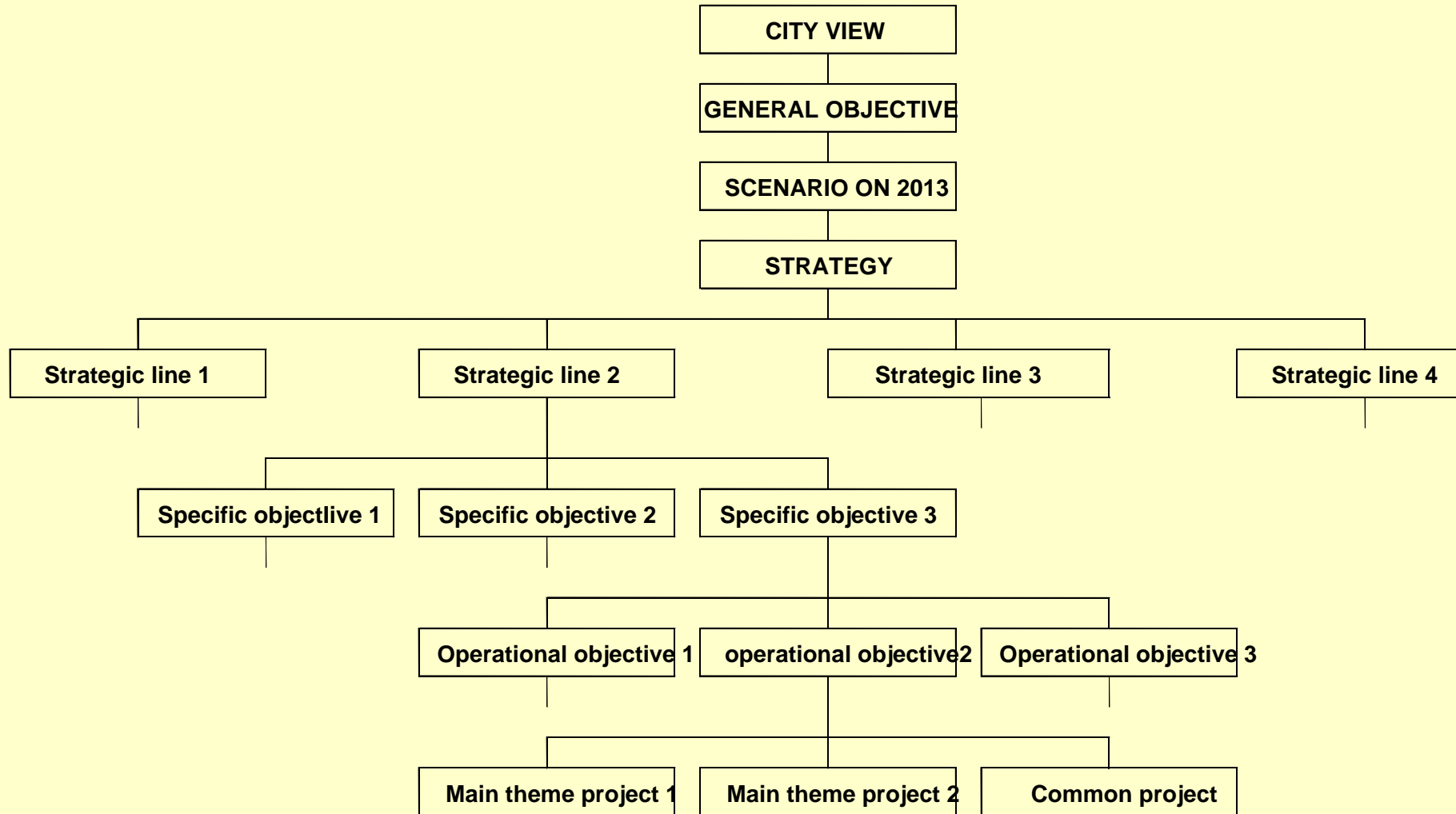
# THE STRATEGY OF THE STRATEGIC PLAN

Concentrate the interventions in four significant line that represent the guidelines and the pillars of the Plan:

1. Reggio Calabria Mediterranean network node
2. Reggio Calabria competitive and attractive city
3. Reggio Calabria welfarestate city
4. Reggio Calabria cohesive city



# THE STRATEGIC PLAN STRUCTURE



# **STRATEGIC LINE 1**

## **REGGIO CALABRIA IN THE MEDITERRANEAN RELATIONSHIP**

### **MAIN IDENTIFIED THEMATICS**

Effective opportunities for strengthening the visibility and the role of Reggio Calabria in international relations especially in Mediterranean basin, in Advanced Professional Training area, in cultural and scientific production, and in cultural promotion.

The existence of propitious perspectives for cooperative programs in the productive and commercial framework with Mediterranean countries.

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The opportunity for Reggio Calabria to perform an important role as a “bridge” among the European countries (in particular in the Nord and Est Europe) and the Mediterranean sea in order to realize cooperative programs and to consolidate international relationships.



# STRATEGIC LINE 1

## REGGIO CALABRIA AS A KNOT OF RELATIONSHIPS IN THE MEDITERRANEAN SEA

### GENERAL OBJECTIVE

Contributing to affirm Reggio Calabria in the international context and to increase the relational heritage with the european and mediterranean countries in order to reinforce the city of Reggio Calabria as an important city in the heart of Mediterranean sea” under several points of view like: effectiveness; competitiveness; urban and quality life; cohesive; welcoming; science and culture.



## **SPECIFIC OBJECTIVE 1**

Improving the international relationships in the fields of Advanced Professional Training; Scientific and Technologic Research, and Culture.

## **SPECIFIC OBJECTIVE 2**

Improving the international relationships in the field of production and distribution of merchandises and also in the attraction of investments.

## **SPECIFIC OBJECTIVE 3**

Developing the political and international relationships.





# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 1

- 1.1 Improving the international capabilities of Reggio Calabria as city of interest in the Mediterranean sea thanks to the centres of Advanced Professional Training displaced in several parts of Reggio's territory.
- 1.2 Promoting the realization of Advanced Professional Training programs related to subjects and issues of specific interest for the Mediterranean basin.
- 1.3 Improving the realization of international projects in scientific and technologic research, particularly orientated toward the Mediterranean countries.

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## OPERATIONAL OBJECTIVES

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- 1.4 Promoting and realizing cultural initiatives and actions orientated to the valorization of creativity; promoting international sport events orientated toward the Mediterranean countries.
- 1.5 Creating a structure of high scientific level with the purpose of carrying out, promoting, spreading, transferring and improving research activities in territorial development and control field, and also, in urban transformations management and governance contexts.



# OPERATIONAL OBJECTIVES

## SPECIFIC OBJECTIVE 2

- 2.1 Supporting and participating in international cooperation programs with cities and organizations coming from Mediterranean countries in the commercial and productive fields.
- 2.2 Realization of territorial marketing activities through a new agency for the european relationship, in order to promote international cooperation among the Mediterranean countries, as well as to attract investments.



# **OPERATIONAL OBJECTIVES**

## **SPECIFIC OBJECTIVE 3**

- 3.1 Developing political relations with Mediterranean cities in order to strenghten the Mediterranean culture and also to solve common problems.
- 3.2 Developing political relations with Mediterranean cities in order to reinforce the international cooperation.



# **STRATEGIC LINE 2**

## **REGGIO CALABRIA AS A COMPETITIVE AND ATTRACTIVE CITY**

### **MAIN IDENTIFIED THEMES**

Insufficient infrastructures and lack of services for the accessibility of passengers, merchandises and information (gum, airon, sea, air, telematic network)

Inadequate competitiveness and effectiveness of enterprises, of the Public Administration and of the market.

Dearth of specific infrastructures for tourism and productive activities areas.

Human capital that is not adequately trained to substain the modernization of economy,the modernization of markets and also the productive process.



## **STRATEGIC LINE 2**

# **REGGIO CALABRIA AS A COMPETITIVE AND ATTRACTIVE CITY**

### **GENERAL OBJECTIVE**

Elevating the competitiveness and the attractiveness of Reggio Calabria in the prospective to modernize the economical structure and to increase the effectiveness of several productive activities and of the local market.



## **SPECIFIC OBJECTIVE 1**

Enhancing the infrastructures for the phisical and telematic accessibility of Reggio Calabria compared with the main markets.

## **SPECIFIC OBJECTIVE 2**

Elevating the performance of enterprises and of the Public Administration.

## **SPECIFIC OBJECTIVE 3**

Enhancing the supply of infrastructure and specific services for the industrial and craft productive activities, and also for the tourism and related activities.

## **SPECIFIC OBJECTIVE 4**

Improving the human capital.



# **OPERATIONAL OBJECTIVES**

## **SPECIFIC OBJECTIVE 1**

- 1.1 Enhancing the supply of infrastructures and services for the air freight; substaining the integration among public transports.
- 1.2 Increasing the attractive capability of the air companies and of the cruise ones, the supply of rail , sea and air freight, within the Strait's area, for the province, for the whole country and for the Mediterranean area.
- 1.3 Extending and enhancing the telematic network.





# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 2

- 2.1 Promoting and carrying out the use of high thecnology programs for the Public Administration.
- 2.2 Substaining informatization programs for enterprises.
- 2.3 Promoting programs for settling research centres, enterprises, Public Administration and the Advanced Training.



# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 3

- 3.1 Improving and enhancing networks and services for the urban mobility.
- 3.2 Improving the water supply.
- 3.3 Enlarging the supply of specific infrastructures for the industrial and craft production; strenghtening the support to the local weaving factories.
- 3.4 Enlarging and improving the supply of structures and services for touristic activities and for the tourists welcoming.
- 3.5 Enlarging the supply for the cultural and ricreative activities, for fairs and for congress activities.



# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 4

- 4.1 Diversifying and implementing the training in order to adapt the human resources ability to the specific needs of the market; creating new job opportunities and new professional figures related to the new job opportunities generated by the implementation of the Strategic Plan; enhancing the quality of Advanced Professional Training and the opportunities for the development of creative job.



## **STRATEGIC LINE 3**

### **REGGIO CALABRIA AS A CITY FOR LIVING MAIN IDENTIFIED THEMES**

Insufficient quality of natural and built environment.

Expansion and reinforcement of the interpersonal relationships.



# **STRATEGIC LINE 3**

## **REGGIO CALABRIA AS A CITY FOR LIVING**

### **GENERAL PURPOSE**

Improving the quality of human living, maintaining and increasing the value of the environmental and natural resources, also increasing the supply of public services and strengthening the confidence and the interpersonal relationship network; respecting, first of all, the general purpose of the Strategic Plane (improving the employment rate) in order to make the social context and the citizens settlement more favorable for the economical and entrepreneurial growth.



## **SPECIFIC OBJECTIVE 1**

Improving the urban quality.

## **SPECIFIC OBJECTIVE 2**

Improving and increasing the enviromental resources.

## **SPECIFIC OBJECTIVE 3**

Sustaining all the initiatives that promote the socializing and the meeting among the citizens.

## **SPECIFIC OBJECTIVE 4**

Supporting all the initiatives that strengthen the legality culture and the safety conditions.



# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 1

- 1.1 Redeveloping, valorization, and reuse of the coastline (realization and fulfillment of the Water Front).
- 1.2 Recovery, restore, urban decorum, valorization of buildings, green areas, monuments and squares of historical, artistic, urbanistic and architectural interest (Urban Center).
- 1.3 Riqualfication of several commercial areas in order to promote the creation of natural commercial centres.
- 1.4 Settlement and valorization of the connections among the green areas, the commercial zones, the cultural heritages and the coastline.



# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 2

- 2.1 Preservation and protection of the archeological, architectural, monumental and environmental heritage (Pentimele).
- 2.2 Realization and protection of the “Green Ribbon” (along the streams, the deeps, the natural differences, etc.) in order to connect, through the natural trails, the coastline with the internal area of the municipal territory.
- 2.3 Reduction of the environmental pressures with a specific attention to energy consumption and to recyclable waste collection and waste disposal.





# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 3

- 3.1 Expansion and qualification of cultural activities (cultural routes, Citadel of the Culture)
- 3.2 Expansion and qualification of sport activities.
- 3.3 Expansion and qualification of recreative and free time activities.



# OPERATIVE OBJECTIVES

## SPECIFIC OBJECTIVE 4

- 4.1 Realization and support of programs addressed to the training of young people toward the culture of legality.
- 4.2 Realization and support of projects finalized to the reinforcement of the culture of legality among the whole population of Reggio Calabria.
- 4.3 Support of programs and actions addressed to the economical and social workers, in order to strenghten the legality and to contrast and prevente the illegality (Stazione Unica Appaltante).



# **STRATEGIC LINE 4**

## **REGGIO CALABRIA SOLIDARITY CITY**

### **THE MAIN THEMES**

Inadequate employment of the weakest group of the local population.

Inadequate social inclusion of vulnerable groups and immigrants; poor social mobility.

Insufficient labour demand in the suburban and deprived areas of the city.



# STRATEGIC LINE 4

## REGGIO CALABRIA SOLIDARITY CITY

### THE GLOBAL PURPOSE

To decrease the social disparity, in order to strengthen the city and the cohesion between the city and the local society; reducing the asymmetry between the central and the suburban areas especially in urban quality and in public services, and reducing the differences of conditions and opportunities present in our society.



### **SPECIFIC objective 1**

Creation of new job opportunities for the weakest part of population.

### **SPECIFIC objective 2**

Promotion of the integration and social mobility.

### **SPECIFIC objective 3**

Creation of new job opportunities in the suburban deprived areas.



# THE OPERATIVE PURPOSES

## SPECIFIC PURPOSES 1

- 1.1 Promoting the creation of enterprises, supporting the employment of women, young people, disabled persons.
- 1.2 Encouraging the creation of tutoring instruments for the weak enterprises.



# THE OPERATIVE PURPOSES

## SPECIFIC PURPOSES 2

- 2.1 Promoting the creation and the supply of social services and also support the no-profit institutions in order to improve the integration, social inclusion and the quality life of the *weakest groups* (underages, disabled persons, older persons).
- 2.2 Encouraging the life-long learning.
- 2.3 To promote the regularization of illegal labour and market.



# THE OPERATIVE PURPOSES

## SPECIFIC PURPOSES 3

- 3.1 Encouraging the creation and the localization of productive initiatives in the suburban and deprived city areas.
- 3.2 To redevelop the productive areas in order to reutilize the disused buildings.
- 3.3 Increasing and improving the information and guidance services, especially for young people, in the suburban areas of the city enhancing the quality and the effectiveness.
- 3.4 Planning architectural and useful public projects in the fringe areas, improving especially the disused and unused areas.

