

the AttrACT Program



Regione
Lombardia

attrACT



ATTRACT:

**AN INNOVATIVE PROGRAM
TO SUPPORT THE
ATTRACTIVENESS OF THE
TERRITORY AND
SIMPLIFICATION**



THE PATH OF THE ATTRACT PROGRAM

In March 2017, the Lombardy Region launched the **AttrACT Program** with the opening of the first expression of interest and the objective of building a favorable environment for attracting investments in Lombardy by creating a "clear context", with certain times and references, to help improve the relationship between the PA and investor, also thanks to the creation of a new online platform **www.attractlombardy.it** in which to map public and private greenfield and brownfield (i.e. land and real estate) settlement opportunities in the territories.

To this end, together with **the simplification, incentive and promotion commitments undertaken by the Municipalities** towards economic operators, interventions were identified to **improve the attractiveness of the municipal territory** which then involved a first selection of Lombard Municipalities adhering to the Agreements.



In continuity with the first expression of interest and with the same purposes, a **second manifestation of interest** by AttrACT was launched at the end of 2018 which, while not providing for commitments and economic interventions for the Municipalities, offers a great opportunity for visibility, promotion and assistance to all interested Lombard municipalities with the aim of **strengthening the attractiveness of the area and generating concrete investment opportunities**. The initiative, whose current deadline is set for **4 November 2020**, intends to give further revival and new perspectives to the project in order to increase the network of participating Municipalities and the attractive capacity of the Lombard territory even after 2020.

OBJECTIVES

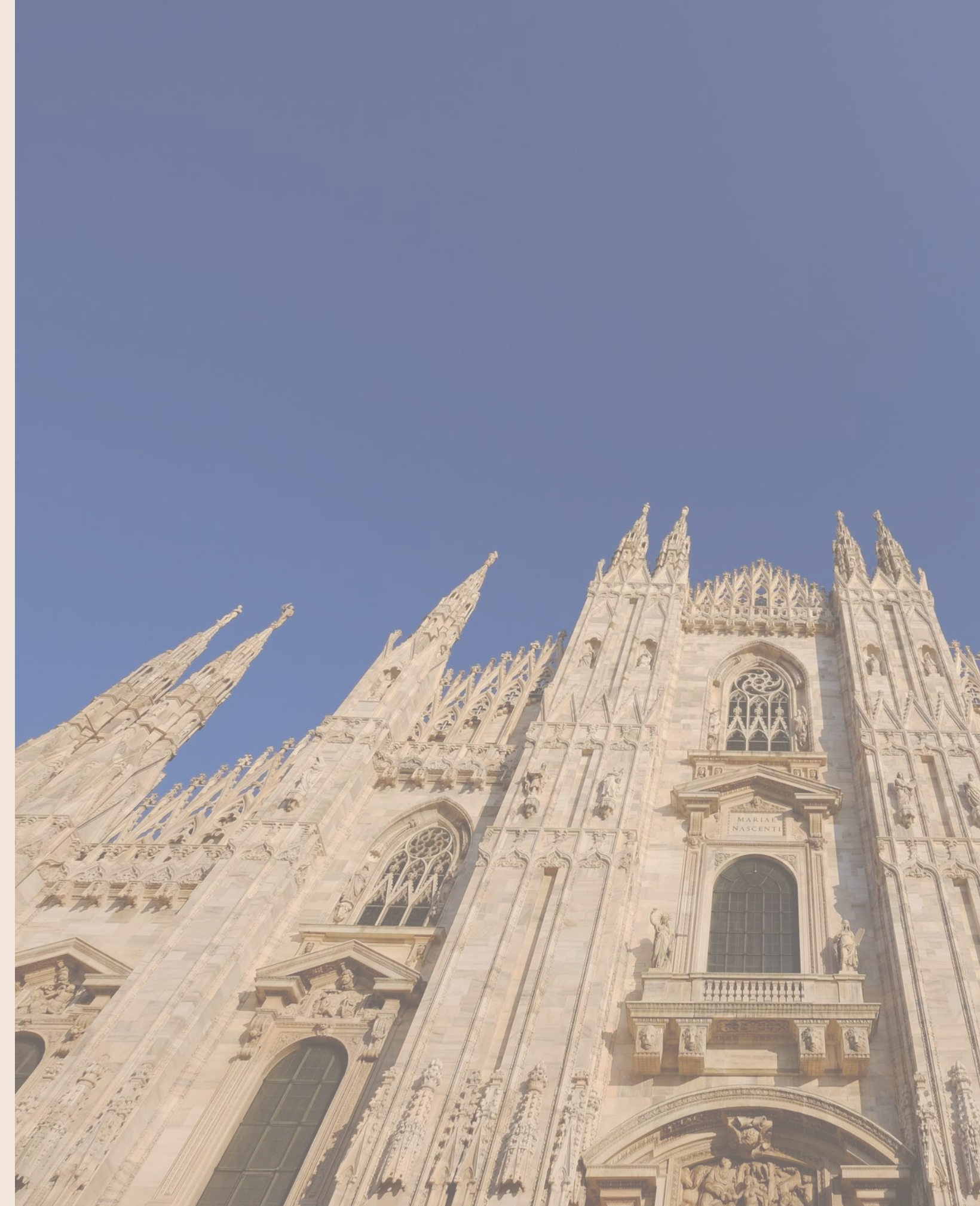
ENHANCEMENT OF THE TERRITORIAL
OFFER

PROMOTION OF INVESTMENT
OPPORTUNITIES

CREATION OF A CLEAR CONTEXT

SUPPORT TO THE BUSINESSES

AGGREGATION OF THE MAIN
STAKEHOLDERS IN THE TERRITORY



MUNICIPALITIES' INVOLVEMENT

ATTRACT'S FIRST
EXPRESSION OF INTEREST

Municipalities' scouting

ATTRACT'S FIRST CALL



SETTLEMENT OPPORTUNITIES

- Each participating municipality presented one or more settlement opportunities:
 - in the municipal area
 - public or private properties
 - in compliance with the minimum requirements of the call

MUNICIPALITIES' COMMITMENTS

In the context of:

- simplification
- economic and fiscal incentive
- support and promotion of opportunities

RESOURCES ASSIGNED TO MUNICIPALITIES

- Up to € 100,000 for the interventions (70% capital account, 30% current account) aimed at enhancing settlement opportunities and the municipal area

ATTRACT'S NUMBERS

THE CURRENT STATE OF ART

The Implementation Programs presented

49

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graph TD; A((49)) --> B((29 IN 2018)); A --> C((20 IN 2019));
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AGREEMENTS FOR ATTRACTIVENESS

49 Municipalities have signed the Agreement for Attractiveness with the Lombardy Region

29 IN
2018

20 IN
2019

OPPORTUNITIES PRESENTED: 51 GREENFIELDS + 57 BROWNFIELDS



Interventions foreseen by the Municipalities In Capital Account

www.attractlombardy.it
www.regione.lombardia.it

25

Infrastructure works
(physical and digital)

10

Redevelopment interventions
of settlement opportunities

15

Urbanization works

10

Building masonry works
and similar costs relating to
the goods publicly owned

16

Purchase of equipment and technologies for
setting up and strengthening centers or
services for innovation and business
promotion

16

Purchase of capital goods
for the improvement of
business services

24

Implementation of the
website or software purchase



Interventions foreseen by the Municipalities In Current Account



Some interventions foreseen by the Municipalities with the first call of AttrACT examples

WITH PARTICULAR FUNCTIONAL INTEREST AND TECHNOLOGICAL-INNOVATIVE VALUE

- **Traffic improvement** (e.g. roundabout construction)
- **Urbanization works** (e.g. road surface renovation)
- **Fiber optic** expansion
- Realization of **technological tools** (e.g. technological oases, purchase of drones for promotional activities)
- Preparation of **co-working areas**
- Setting up of **business offices**
- Creation of a **specific website for territorial marketing** for the setting up of new businesses

- Implementation of a **strategic marketing plan**
- **Promotion:** local promotional videos, information panels, paper material (brochures, flyers and brochures)
- **Training courses** for regulatory updates, language and territorial marketing
- **Consultancy** for urban planning revision and socio-economic cognitive investigations of production and commercial activities
- **Post-Covid digital interventions** (e.g. creation of a digital e-commerce platform or of social media courses)

Territorial diffusion

PROVINCE	# MUNICIPALITIES	# OPPORTUNITIES
Bergamo	8	11
Brescia	2	2
Como	4	10
Cremona	5	14
Lecco	1	1
Lodi	1	1
Mantova	12	32
Monza Brianza	3	8
Milan	4	9
Pavia	4	15
Sondrio	3	3
Varese	2	2
	TOT 49	TOT 108



Municipalities that have invested in digital technology

SOME EXAMPLES

VAL BREMBILLA (BG)

Realization of a strategic territorial marketing plan and of a specific website focused on the qualification of territorial vocations

RHO (MI)

Purchase of: 1) a light drone for territory promotion activities 2) smart benches for open air offices

SAN GIORGIO BIGARELLO (MN)

Creation of a specific website for territorial marketing for the setting up of new businesses and for attracting new investors

SESTO SAN GIOVANNI (MI)

Installation of technological oases (e.g. USB device charger totem, electric bike recharges, Wi-Fi access point)

TIRANO (SO)

Home automation "smart lock" to regulate the entrance to the Local Hub Sbrighes!, center of innovation for young people and businesses and co-working spaces

DIGITAL INTERVENTIONS POST COVID-19

MARIANO COMENSE (CO)

creation of a digital e-commerce platform, a tool aimed at fostering the connection between businesses and the demand from the community

TIRANO (SO)

Realization of social media-themed training courses for the local entrepreneurs, to encourage the recovery of economic activities



Municipalities active in the tourism and hospitality development

SOME EXAMPLES

CLUSONE (BG)

Interventions of: 1) restructuring of the Cloister-Boarding School Angelo Maj for tourist use; 2) realization of the Strategic Marketing Plan on tourism-hospitality offers

SAN PELLEGRINO TERME (BG)

Recovery and redevelopment of the Grand Hotel San Pellegrino Terme and surrounding areas to be used as accommodation facilities

TIRANO (SO)

Realization of: 1) a section "AttrACT in Tirano" on the site "Visit Tirano"; 2) a Territorial Marketing plan also aimed at tourist vocations

SAN BENEDETTO PO (MN)

Interventions of: 1) restructuring of the former "monastic nursing" with tourist accommodation; 2) realization of the Strategic Marketing Plan and promotional material for tourism purposes

SONDRIO

Creation of an analysis document aimed at defining the economic-strategic and tourist positioning of the capital and the province

Progresses

There are several ongoing actions:



involvement of Municipalities in the AttrACT Community also through participation in thematic workshops organized in Lombardy

support for new Lombard municipalities interested in presenting new opportunities, to extend the portfolio of the territorial offer

enhancement of the territorial offer thanks to the **attractlombardy.it** platform which is constantly used by Italian and foreign operators and during network occasions and trade fair / b2b events in Italy and abroad

constant availability of tools and support and promotion services, such as: technical assistance on specific topics by the qualified team of AttrACT and a scouting and lead generation activity for investors also in collaboration with the national level (ICE Agency, Invitalia and Ministries)

Matching between operators' interest and mapped opportunities



67 expressions of interest received (end 2019 data)

1) The sale involved 10 **areas** located in the Municipalities of Besozzo, Canneto sull'Oglio, Clusone (area portion), Monza, Pavone del Mella (area portion) and Val Brembilla

2) **The rent** concerns 1 area located in the Municipality of Cremona

3) In **negotiation phase** there are 6 opportunities presented by the Municipalities of Bellano, Capergnanica, Cividate al Piano, Cremona, Lainate and Verano Brianza

AttrACT's second call

THE SECOND EXPRESSION OF INTEREST IS ADDRESSED TO ALL THE MUNICIPALITIES OF THE LOMBARDY INTERESTED IN PROPOSING SETTLEMENT OPPORTUNITIES IN THEIR OWN TERRITORIES

The new settlement opportunities will be published on the platform www.attractlombardy.it and will expand the range of available opportunities that will be promoted by the project.

Municipalities can
apply until

November 4th 2020

through the Unioncamere
Lombardia platform



<http://servizionline.lom.camcom.it/front-rol/>

Municipalities's scouting

ATTRACT'S SECOND CALL



SETTLEMENT OPPORTUNITIES

- Each Municipality can present one or more settlement opportunities:
 - in the municipal area
 - both publicly and privately owned
 - both greenfield and brownfield
- Each opportunity must have at least one of the following **intended uses**:
 - industrial
 - directional
 - tourist-accommodation
 - logistics
 - education and training facilities
 - student residences
 - health, care and / or hospital facilities



ATTRACT

SERVICES & TOOLS

Services & Tools

OFFERED BY THE PROGRAM



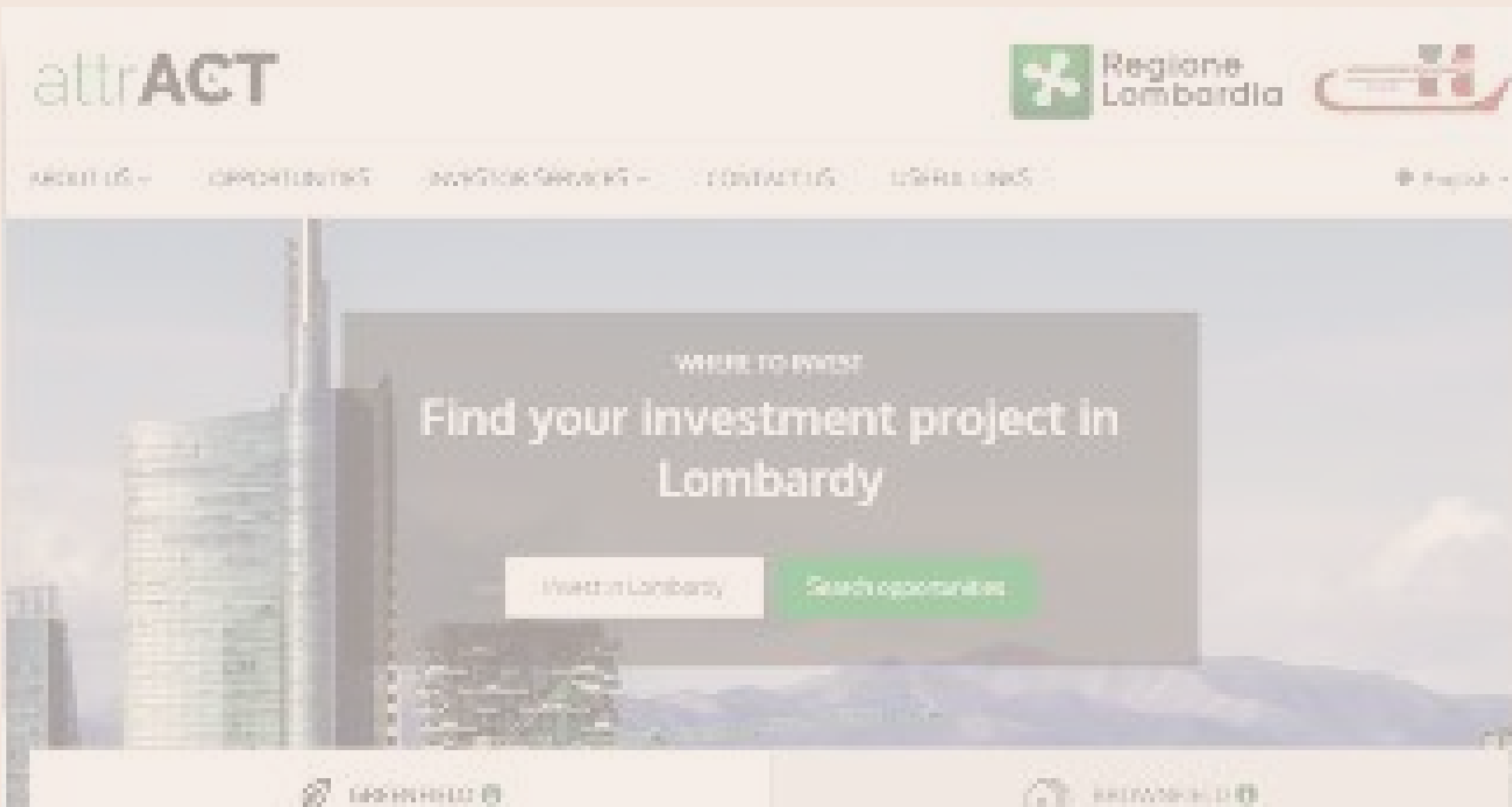
1) Tools for the development of the territorial offer



2) Businesses Promotion



3) Assistance services for investors and municipalities



1) TOOLS FOR THE DEVELOPMENT OF THE TERRITORIAL OFFER

The *attractlombardy.it* portal offers settlement opportunities (greenfield and brownfield) mapped through the AttrACT program. Practical and accessible, it supports Italian and foreign companies in the use of **valuable information on the available areas and municipalities through user-friendly research**



1) TOOLS FOR THE DEVELOPMENT OF THE TERRITORIAL OFFER

The Online Platform

For each mapped settlement opportunity, in addition to the general data and its geo-location, all the qualifying elements of the same are reported





Slideshow

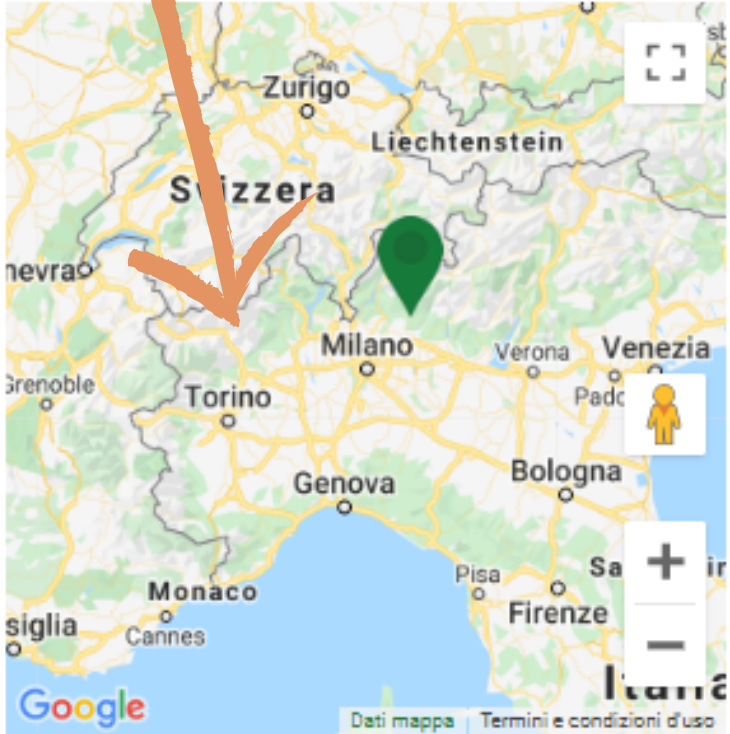
Map

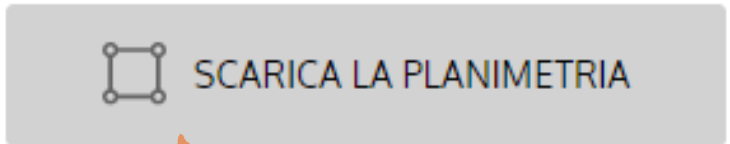
BROWNFIELD

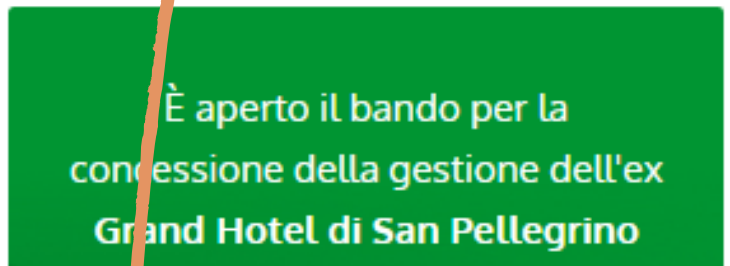
Valorizzazione complesso monumentale Grand Hotel


Viale Bortolo Belotti snc - 24016 - San Pellegrino Terme (BG)


SHARE    




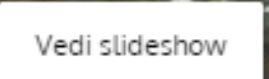




 PROPRIETÀ Pubblica

 SLP TOTALE 18.470 m²

 SEGMENTO DI RIFERIMENTO Turistico



Area details

Attachments

Continuous updating of settlement opportunities is guaranteed

**OPERATIONAL ACTIVITY GUARANTEED BY
THE ATTRACT ASSISTANCE TEAM**

- 1) Analysis of international and national benchmarks
- 2) Definition of the technical specifications of the portal
- 3) Operational and administrative management of the team
- 4) Translation and systematization of the material in English
- 5) Loading of data in Italian and English
- 6) Updating of data
- 7) Monitoring and reporting

1) TOOLS FOR THE DEVELOPMENT OF THE TERRITORIAL OFFER

The Online Platform

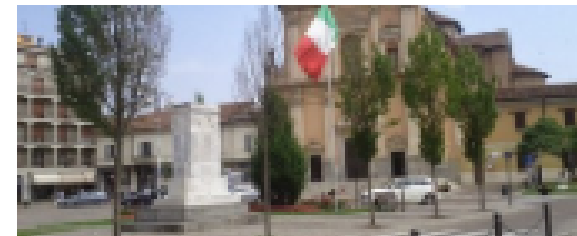
1) TOOLS FOR THE DEVELOPMENT OF THE TERRITORIAL OFFER

The Online Platform

A page dedicated to Municipalities is available on the *attractlombardy.it* portal, which contains data on the economic sectors, the excellence and vocations of the territory, successful businesses, etc.

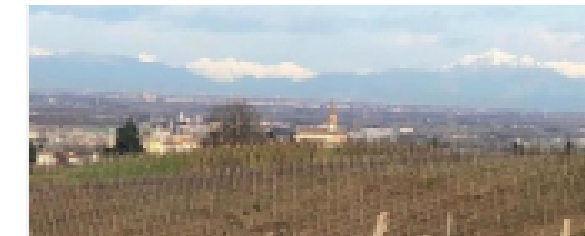
Comuni

Home > Comuni



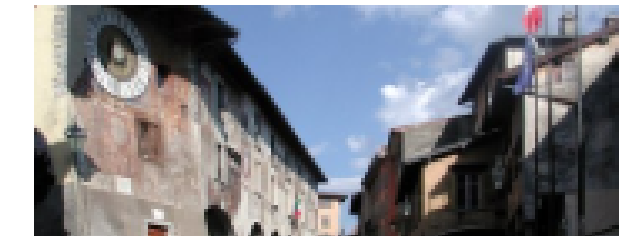
Casalpusterlengo

Il Comune si dedicherà all'ampliamento dell'attivazione dei pagamenti on line anche per i diritti inerenti alle attività dello Sportello Unico per le Attività Produttive. Per quanto attiene agli interventi di incentivazione economica e fiscale, l'Amministrazione prevede un'aliquota IMU + TASI massima di 10,00% nonché la compensazione di debiti e crediti derivanti dalle due imposte.



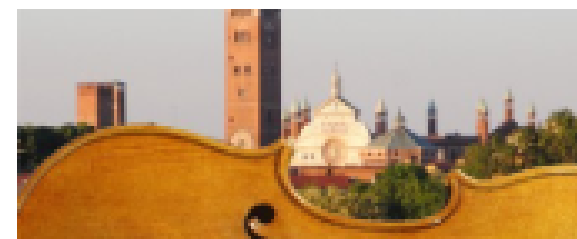
Casteggio

Tra gli impegni assunti dal Comune, l'utilizzo e l'implementazione della Scrivania telematica dello Sportello unico attività produttive e la riduzione degli oneri di urbanizzazione (primari e secondari) del 50% del valore applicato.



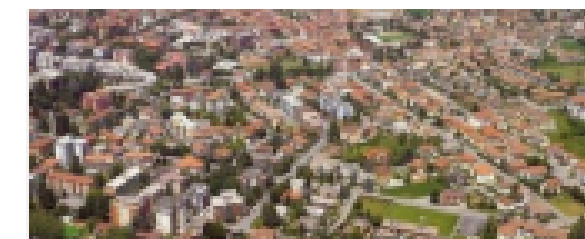
Clusone

Tra gli impegni assunti dal Comune l'implementazione della Scrivania Telematica e la corretta alimentazione del Fascicolo Informativo d'Impresa. Inoltre, particolarmente significativo la riduzione degli oneri di urbanizzazione che si azzerano tramite contributo per gli interventi di rifacimento delle facciate del chiostro.



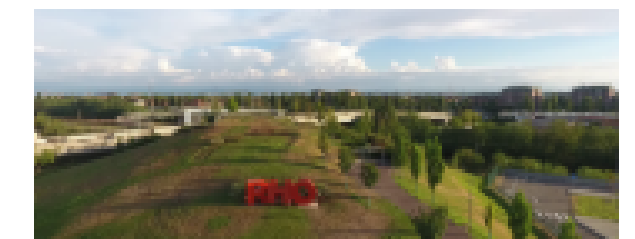
Cremona

Il Comune di Cremona è uno dei più attivi sulla semplificazione, con l'utilizzo della scrivania telematica e l'implementazione del fascicolo Informativo d'Impresa per la presentazione di dati e documenti induce lo stato delle pratiche verificabile direttamente dal proprio PC.



Dalmine

Il Comune si impegna a ridurre la tassa del 20% sulle opportunità individuate e ad implementare correttamente la scrivania telematica attraverso l'utilizzo del portale Impresainungiorno con l'obiettivo di semplificare le procedure amministrative alle imprese.



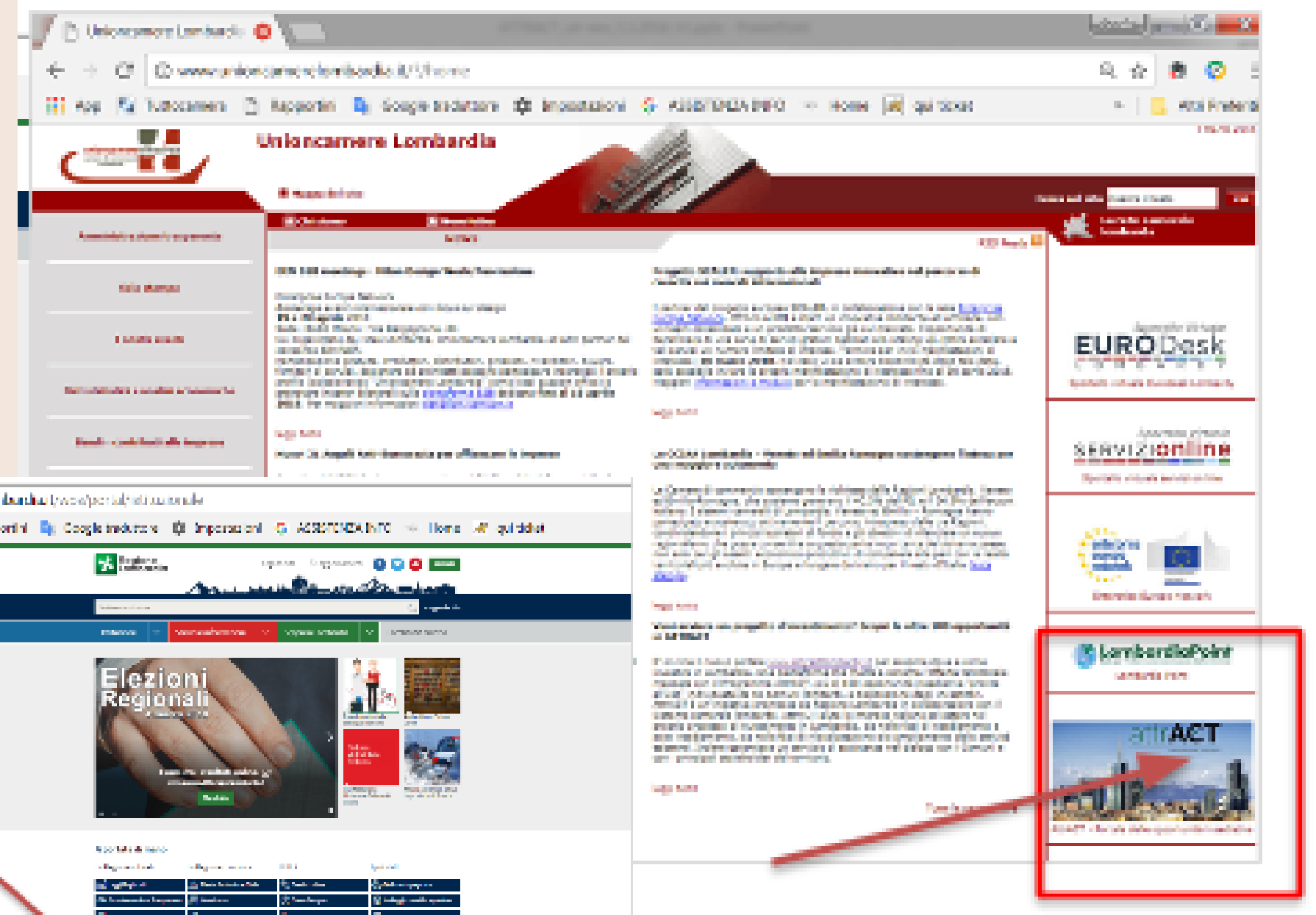
Rho

Il Comune di Rho ha previsto diversi interventi di semplificazione, incentivazione economico-fiscale e di promozione, tra tutti si segnala il rilascio del Permesso di Costruire in meno di 60 giorni; l'esenzione di IMU e TASI; un servizio di consulenza istruttoria preventiva e di accompagnamento dell'investitore con il rilascio di pareri scritti, se richiesti.

1) TOOLS FOR THE DEVELOPMENT OF THE TERRITORIAL OFFER

Communication & Web Marketing

The platform is promoted through various online actions, using the social channels of the Lombardy Region, Unioncamere Lombardia and Promos Italia



Webmarketing actions to support AttrACT (data as of 2020)

1) TOOLS FOR THE DEVELOPMENT OF THE TERRITORIAL OFFER

Communication & Web Marketing

- **AttrACT website** (6,160 views, 1,380 users): CEO actions and other activities to strengthen online visibility
- **Invest in Lombardy-Promos Italia websites** (2,877 views, 848 users): banner and section dedicated to AttrACT on the homepage
- **Blog Invest in Lombardy-Promos Italia:** production and publication of articles and periodic analyzes
- **Twitter** (27,580 views, 2,800 followers): generation and publication of AttrACT-themed periodic tweets on the Invest in Lombardy-Promos Italia account
- **LinkedIn** (20,600 views, 1,161 followers): continuous periodic launch of posts on the Invest in Lombardy-Promos Italia profile within AttrACT

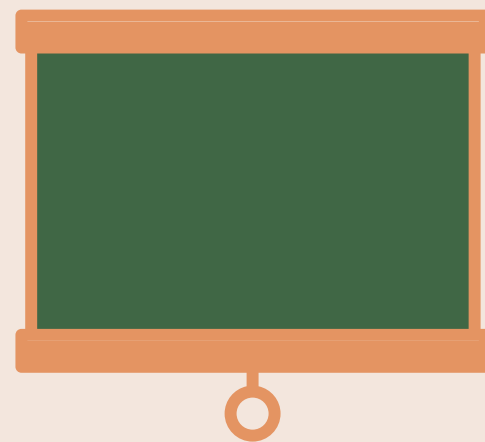
2) Businesses' Promotion

The activity is aimed at intercepting foreign and Italian operators interested in investing in Lombardy through settlement or expansion projects

Business
Intelligence
& Scouting



Meetings and
presentation
in Italy



Interception
abroad in
collaboration
with the
national level



An example of promotional activity: the MIPIM fair

The Lombardy Region, in collaboration with the ICE Agency and the Municipality of Milan, has been participating for several years at the MIPIM in Cannes, the most important annual fair of the real estate sector in the world, within a personalized space within the Italian Pavilion.

The 2020 edition, canceled due to the health emergency, will be transformed into a digital platform in which the Lombardy Region will propose to investors over 100 settlement opportunities on the AttrACT platform and the 28 projects of the Lombard Municipalities selected by the special notice promoted for the event, thus creating networking opportunities for participation in the 2021 edition.



The projects selected for MIPIM 2020

Areas of interest

- Urban redevelopment
- Renovation of historic buildings
- Regeneration of former industrial realities
- Student Housing e Senior Living
- Hospitality

SOME PROJECTS IN A NUTSHELL



Project of redevelopment of the "Ex-Ticosa" area - Como



BioVillage for Over 65 Sant'Alessio con Vialone - PV



"Mantova Hub" urban regeneration project



Former Olivetti area of Crema - CR



Grand Hotel San Pellegrino Terme - BG



Citadel of Security Vigevano - PV



MASP (Mantua Agricultural Science Park) Sustinente - MN



A SERVICE THAT SUPPORTS AND ACCOMPANIES
THE OPERATORS IN THE PROJECTS AND IN THE
DIALOGUE WITH THE MUNICIPALITIES

3) Assistance services



SUPPORT

information and company support: over 150 operators assisted in 2019



SUPPORT

to the Municipalities of the territory: over 200 Municipalities supported in 2019

- Organization of moments of discussion on the territories with the Municipalities, for a first study on the characteristics of the settlement opportunities in order to better convey the requests from investors
- Investor needs analysis and matching with the **available portfolio of opportunities**
- Accompanying and assistance to Municipalities and companies along the typical paths of **settlement projects**
- Promotion of aggregation paths for local stakeholders
- Support to entrepreneurs together with the **Impresa Lombardia team** regarding administrative requirements, in dialogue with the Public Administration and in the knowing and use of digital tools

THE FRAMEWORK

OF INSTITUTIONAL COLLABORATIONS

The actors in the field for the AttrACT program



Regione Lombardia

The Lombardy Region Economic Development promotes the attraction of investments in Lombardy



Other institutions

Various institutional collaborations are active with regional and local administrations involved in the settlement processes (eg ARPA, tables of Lombard prefects, ATS, etc.)

The actors in the field for the AttrACT program



Unioncamere Lombardia

Identified within the Program Agreement for the economic development and competitiveness of the Lombard system as the implementing entity of the initiative. UCL guarantees: 1) a constant communication and coordination channel with the Lombard Chambers of Commerce; 2) speedy management and implementation of activities and monitoring



Promos Italia

Since 2010, a close collaboration has been defined in the field of attracting foreign investments in Lombardy through the Invest in Lombardy project.

The AttrACT program made it possible to consolidate this collaboration

attr**ACT**

Contacts

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**Thank you for the
attention!**