



The Planning process for the City of Piacenza : Strategic Plan

2002 - Preliminary Phase

Pact for Piacenza for re-launching the development involves the main local public and private stakeholders

Signature of a general Agreement

Pact for Piacenza becomes Strategic Plan
(2020 year)



Group of Work

- Strategic Committee: 44 (provincia, comune, RER, chamber of commerce, unions of industry, 4 banks, unions socials, etc)
- Tecnic Group - Promotion Actors: 4 (comune, provincia, chambre of commerce and University)



Contribution of Document of Job

- **University Cattolica of Sacro Cuore of Milan**
- **Federconsumatori**
- **CISL (Sindacato)**
- **Confcooperative**
- **Legambiente**
- **Comunità Montane (Community Mountain)**



4 Strategic Areas

- 1. Human Resources and Culture**
- 2. Infrastructures and Networks**
- 3. Resources for integrate development**
- 4. Services Social Collectives**



8 THEMATIC GROUPS

1. Human Resources and Culture
2. Infrastructures and Material Structures
3. Networks and Services
4. Development New Enterprise
5. Logistics
6. Agri-food System
7. Tourism
8. Services Social Collectives



Players/stakeholders of the territorial marketing strategy

The players/stakeholders

- local public Institutions
- local Agencies (mixed public and private), as Investment Promotion Agencies, etc., Urban centres
- Chambers of Commerce
- Universities and Research & Development Centres
- Industrial parks
- Local entrepreneurial associations
- Trade Unions
- Agencies for tourism promotion,
- Associations of citizens
-



Participants of group

Human Resources and Culture

Provincia and Comune of Piacenza

Industry Association

Craftsmen Organization

Culturals Associations

Cooperative

Committee of Schools

University Cattolica PC

Sindacato (UIL)



Participants of group

Infrastructures and Material Structures

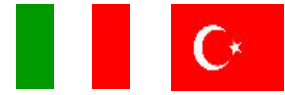
Provincia and Comune of Pc
Chamber of Commerce
Unions of Environment
Unions of Agriculture
Industrial Associations
Sindacato (CGIL)
Politecnico of Milano (university)
Comune of Castel S.G.



Participants of group

Networks and Services

Provincia and Comune of PC
Chamber of Commerce
Association Commerce
Craftsmen Organization
Politecnico of Milan
University of Milan
Culturals Associations
Sindacato



Participants of group

Development New Enterprise

Provincia and Comune of Pc
Chamber of Commerce
Industrial Associations
2 local banks
Craftsmen Organization
Sindacato (CGIL)



Participants of group

Tourism

Provincia ad Comune of Pc

Environment Unions

Culturals Associations

Agriculture Organizations

Commerce Organizations

Cooperative

Sindacato (CISL)

Comun.Montana App.Piac. (Commuty Mountain)

Cassa Rurale e Art.Creta (local bank)



Participants of group

Logistics

Provincia and Comune of Pc
Chanber of Commerce
Sindacato (CISL)
Industrial Associations
Politecnico of Milan
Cooperative
Professional Orders



Participants of group

Agri-food System

Provincia and Comune of PC

Chamber of Commerce

Unions of Environment

Unions of Agriculture

Industrial Associations

Sindacato (CGIL)

University of Milan

Comunità Montana Nure e Arda (Commuty Mountain)



Participants of group

Services Social Collectives

Provincia and Comune of PC

Chamber of Commerce

Women Associations

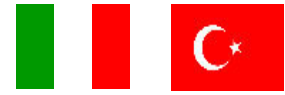
Cooperative

Sindacato



Projects

- Human Resources and Culture: *formation and immigration*
- Infrastructures and Material Structures: *port of river and expo*
- Networks and Services: *territorial network telematic*
- Development New Enterprise: *services for enterprises*
- Logistics: *polo logistico*
- Agri-food System: *agri-food tecnologic park*
- Tourism: *valoritation of Po*
- Services Social Collectives: *Services for citizens*



Tools of plan of territorial marketing

- SWOT Analysis for each strategic area
- Benchmarking (internal and external) of territory
- Definition of target for each thematic group
- Meeting supply and demand of territory
- Meeting local public and private stakeholders
- Validation data analysis
- Definition of actions/projects
- Monitor and Evaluation of process (thematic forum)
- Communication (e.i. website, newsletters, etc)