

Parma



Dr. Mario Marini
Councilor, City of Parma



- Citizen user as client
- Making government user friendly
- Introducing a “Zero Kilometer” policy that brings government services to you in the comfort of your home or office
- Innovation that makes Parma smarter
- Developing a model for other cities in Italy





Municipality of Parma



How to become a smarter town

ICT implementation and e-government
in a middle-size italian town

Mario Marini

SmarterCities, Berlin, 24.06.09

Focus on...

1

Some informations about Parma

2

The great themes of the local development

3

How to answer the challenge?

4

What public can do

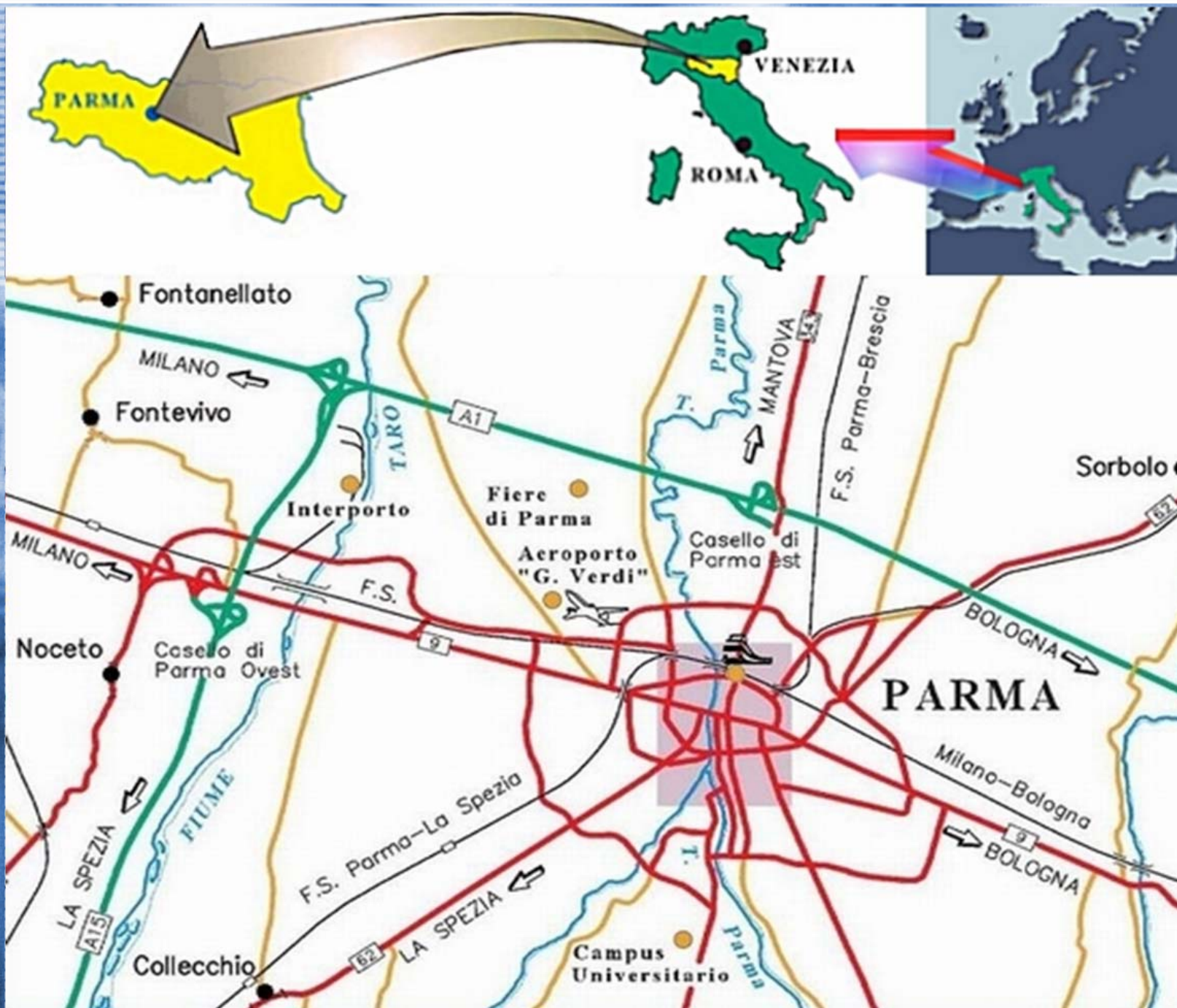
5

What we are doing in Parma and how

6

The challenge

Where is located Parma





- ✓ 4500 B.C.: the first neolithical settlements
- ✓ 183 B.C.: foundation of the Roman Town along the Aemilia Way
- ✓ 600: Parma is leg of the Francigena Way
- ✓ 1140: foundation of the Commune
- ✓ 1545: beginning of the Farnesian Dynasty
- ✓ 1748: beginning of the Bourbon Dynasty
- ✓ 1816: Maria Luigia d'Austria became Duchess of Parma
- ✓ 1860: annexation to the Italian Kingdom





Height s/m	57 m
Surface	261 km ²
Resident population	181.039
Families	82.344
Productive Enterprises	15.530
Undergraduates	30.016
Foreigners	11.198
GDP	10.396million €
Available Income	7.088million €





The key word, the most trivial and expected one but just for this reason the most difficult one to identify???

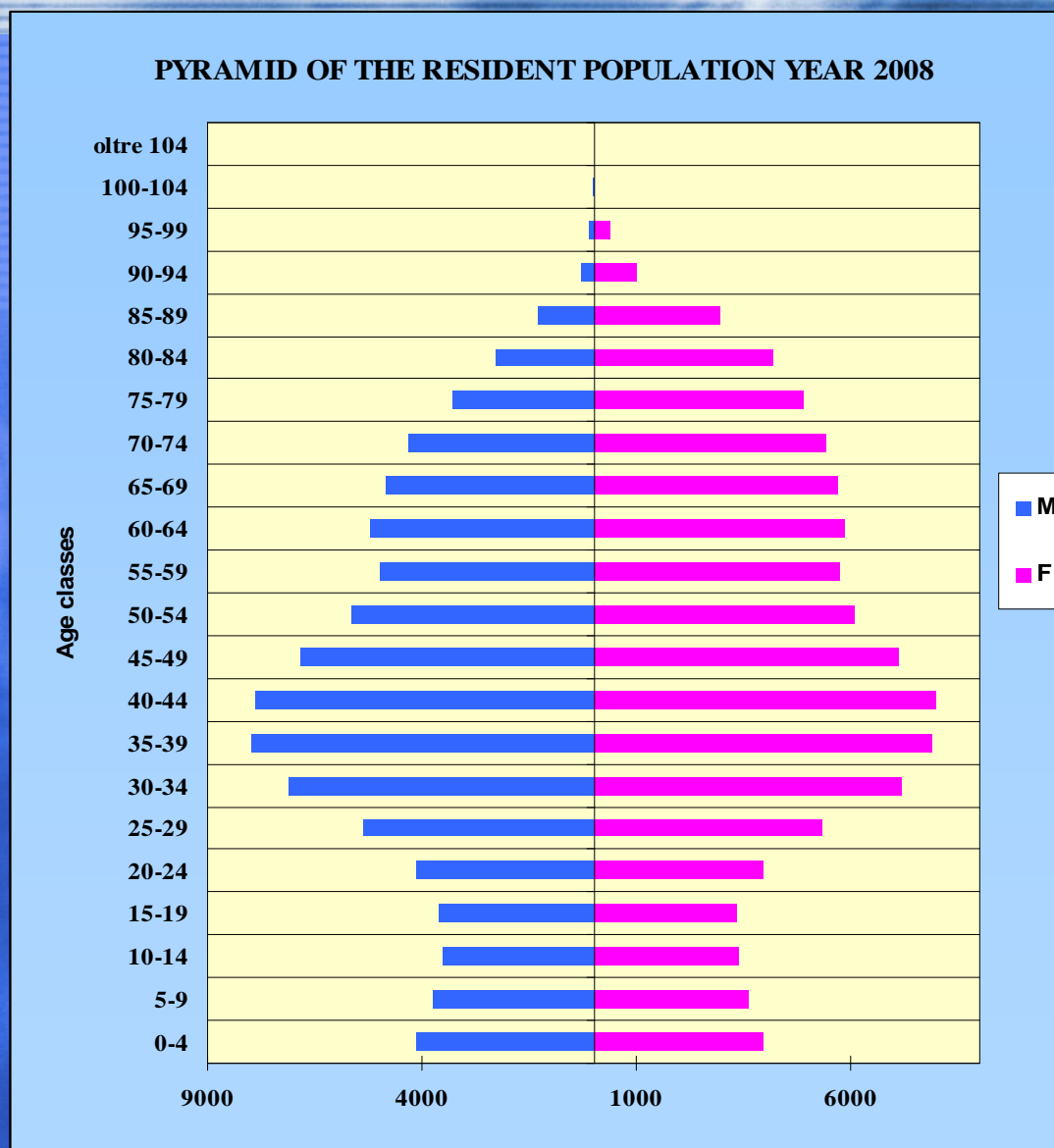
CHANGE!



New trends, new challenges



2. The great themes of the local development





- Access to services
- Mobility and transports
- Safety, security and welfare
- Infrastructures
- Maintenance
- Environment protection



React and rule the change

- Change governance models in order to react a “consumer” who is changing
- The citizen as a subject endowed with free will
- The territorial competition
- The role of Politics, seen as government of the city



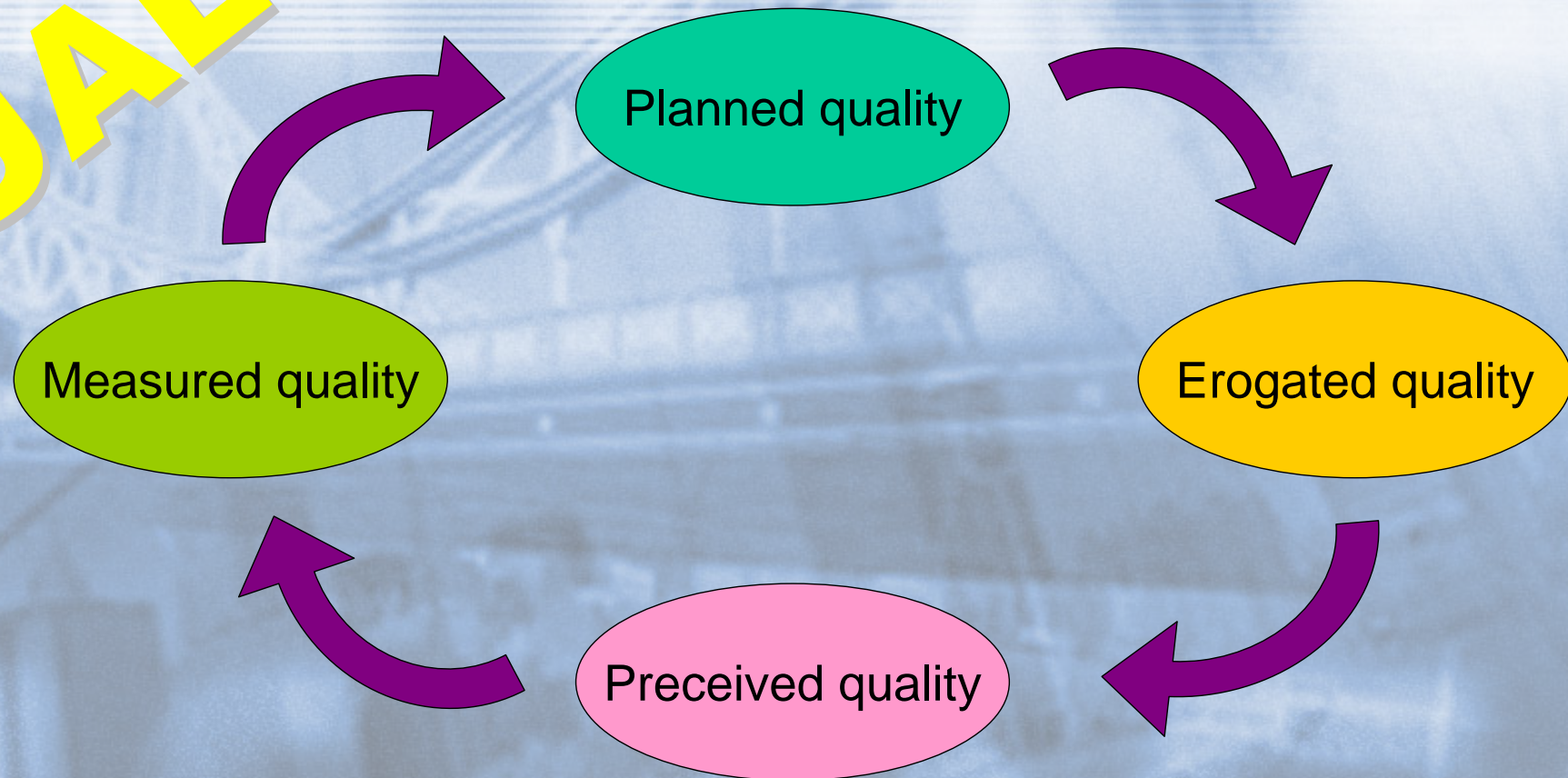
THE PRINCIPLES OF THE GOOD GOVERNANCE

- Opening
- Participation
- Responsibility
- Efficacy
- Coherence
- Quality

3. How to answer the challenge?



QUALITY!





- Not to waste the short **resources** in useless directions
- To **listen** to operators more carefully, leaving any self-oriented projects
- To increase the **quality** of the offer, through a “market” approach towards the needs of the customers (let’s stop speaking of users!!!!)
- **Measurement** of customer satisfaction
- **Benchmark** on the services



From the "user" citizen...

... to the "client" citizen (*)

(*): considered as a bearer of responsibilities, to be known, examined and...

**the guide line
for a smarter city**



Simplifying of rules and procedures

100% of the services to citizen put on line*

Multi-channel unified Contact center

100% of the services to firms put on line*

**Creation of a system of services
which is integrated on a territorial level**

**: which can be put on line*



Greatest ICT implementation

Simplifying and multi-channel access

Prescribed modification and simplifying

From authorization to concession

From proceedings to control

Directness and reduction of the relationship time/space



A cabin of direction
which may integrate all
what is thought/implemented

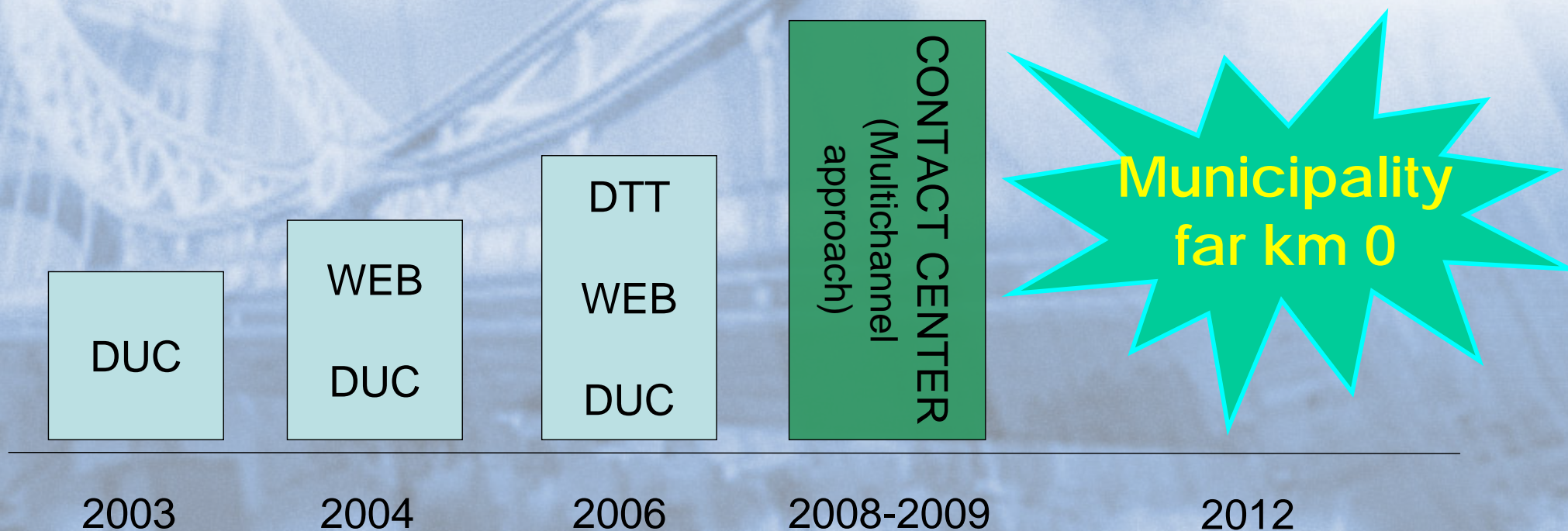
An "Innovation committee"
to drive the co-creation of the future "smarter town"



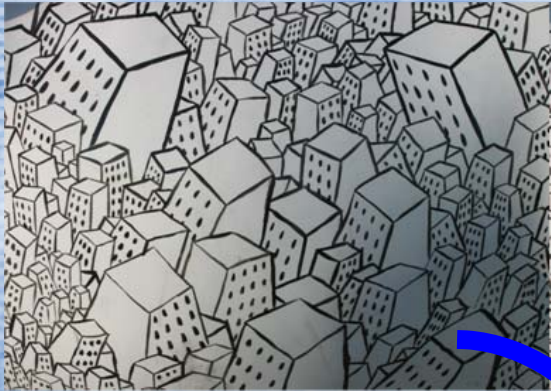
PARMA_2.0



Access to services



6. The challenge



13 head offices
spreads in
the city
(before 2003)



A single head-quarter
for production & distribution

Municipality
far km 0





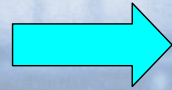
Today's numbers

CC



- 152.000 phone calls run during the first 10 months
- 1.000 kb implemented
- <4% of missed phone calls
- < 20" of waiting time

D.U.C.



- 1.000 mt2 of front office
- 5 isles for 40 multifunction positions
- 800 access/day – 270.000 access/year
- 65.000 e-identity cards issued in town

On-line services



- all registrar's practices online
- 40.000 access/year
- 450 papers 100% online

Simplification of procedures



- 170 in process of simplification
- 81 already simplified
- 62 already at counter



Thanks for your attention!

marini@comune.parma.it

*Councillor for Development and Improvement of
Administrative Services and Relationship with citizens -
Project "Friendly Municipality"; Demographic and
Statistic Services;
Development of Technological Innovation*

SmarterCities
Berlin

Smarter Government Services

