

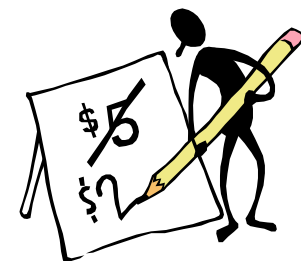
PURE COSMOS (Public authorities Role Enhancing COmpetitiveness of SMeS) – INTERREG EUROPE.

Enrica Spotti
Project Financial Manager
Revenue Office Manager
Municipality of Genoa



Why Interreg Europe?

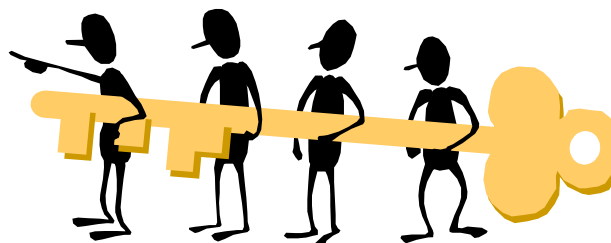
Are you facing a particular challenge?



Interreg Europe program is about exchange ideas and good practices on how solve particular challenges.



And SHARE solutions!!



Figures of the first call



261 applications

64 Projects approved

**81 applications on Competitiveness of SMEs
14 approved**



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**The only one
project approved in
Liguria Region is
Pure Cosmos!!!!**



Hello???

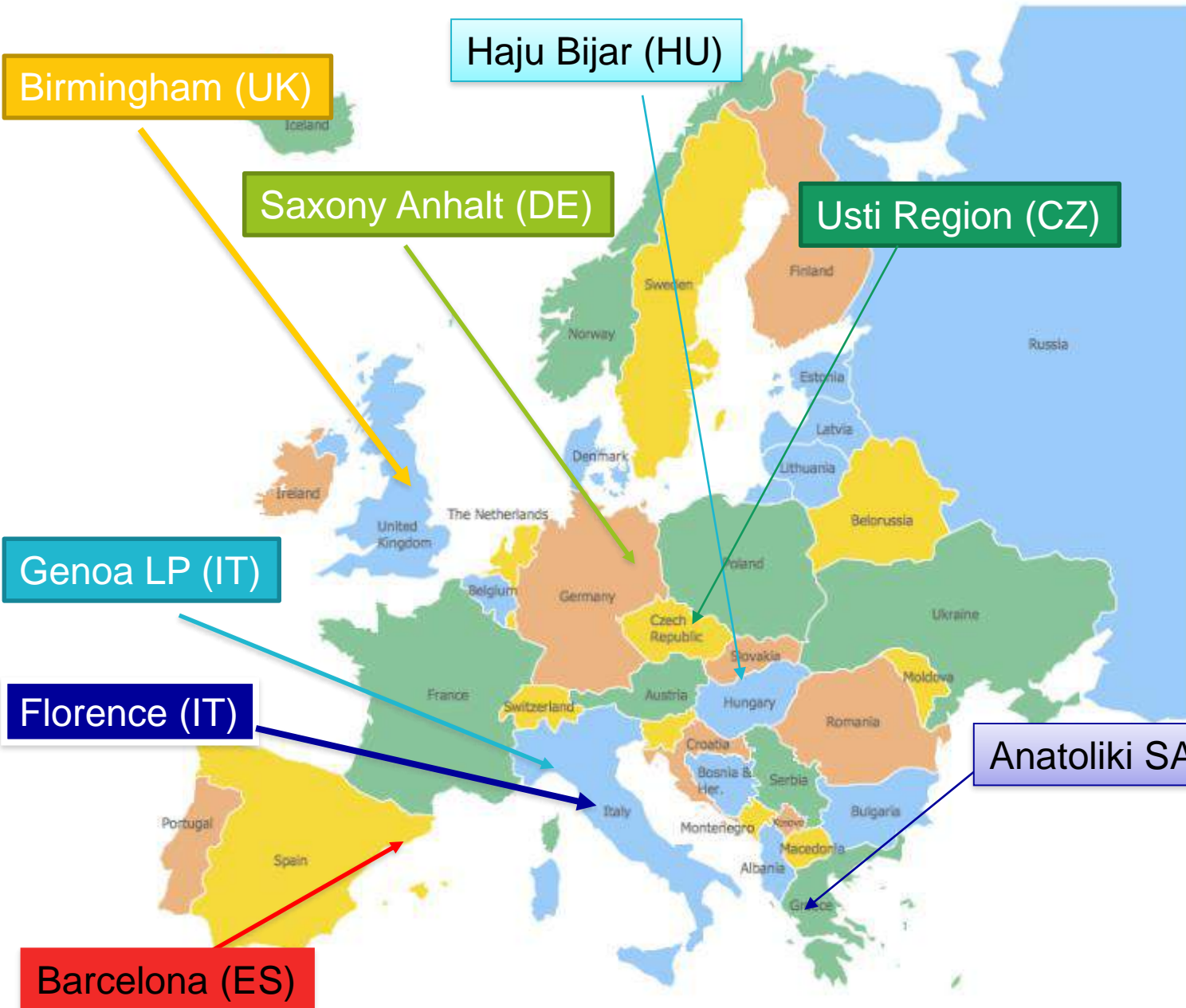
What is PURE COSMOS?

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Interreg Europe



**A 5 Years
project
funded by
the IE program:
Apr-16 Mar-19
(Phase 1)
Apr-19 Mar-21
(Phase 2)**

Who are we?



8 Regions
exchange
experiences
on Digital
reforms for
SMEs

Budget= Euro
1,812,241.00

Our Challenges

Enhancing the competitiveness of SMEs by making the business climate more transparent and reliable.

To do this we will:



Increase the quality of the public administration services (e.g. government effectiveness);



Use intelligent tools for modernising public administration (e.g. eGovernment; strategic human resources management, etc;



Find solutions to avoid administrative burden on businesses (e.g. time and cost to start up a business; time needed to obtain licences; tax compliance burden).

Policy themes of the project

B2: Policy Themes mentioned by project-partners

✓ = mentioned in Part B

	1 Genoa	2 Florence	3 Hajdu-Bihar	4 Dev Bank of Saxony-Anhalt	5 Birmingham	6 ANATOLIKI5	7 Ústí Region	8 OGE
1. One Shop Stop Model	✓	✓				✓	✓	✓
2. Government-to-Business (G2B)		✓		✓	✓			
3. Digital by default	✓				✓	✓	✓	
4. More effective and transparent public administrative processes	✓	✓	✓	✓	✓	✓	✓	✓
5. Increasing the digital skills of SMEs		✓	✓	✓				✓
6. E-commerce services			✓		✓			
7. Acting as MA establish more (transparent) e-communication among the cities in the region						✓	✓	✓

Structure: GP exchange + Action Plan

Peer Review
programme for each
Project Partner on
one policy theme

Study Visits and
Import
Workshops
developed and
delivered
bilaterally ie one-
to-one.

central focus is on
Semesters 2>5 when
project-partners will apply
the selected good
practices to their “regional
policy”, with relevant
partners acting as mentors
and advisers



Register of good
practices that
covers all the
project's sub-
themes

Good
Practice



We collected more than 30 Good practices



Some of them...

- Client gate
- One Stop Shop
- Together Birmingham
- Central Integrated
National and Municipality
Payment Platform
- OK-thess pre-incubator



**PURE COSMOS good
practice...**

27/01/2017

16 good practices from PURE
COSMOS partners

What we did so far? **7 PEER REVIEWS**

Simplicity, transparency and automated processing in funding processes



**Electronic Payments
PagoPA**

Access to credit and other opportunities for SMEs



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European Union
European Regional
Development Fund

How SMEs can be more competitive?

6 STUDY VISITS



Website

www.interregeurope.eu/purecosmos/

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Project brochure

13/01/2017

The PURE COSMOS project brochure has been created in all project languages.



Peer review reports

20/02/2017

Here you can find the different reports of the partners' peer reviews.

Some achievements: raising awareness


PURE COSMOS Interreg Europe

My Interreg Europe Register Search Discover projects

NEWS EVENTS CONTACTS LIBRARY

PURE COSMOS > Library

This page has been created to present all the PURE COSMOS outputs and dissemination materials that present, promote and advance the rationale and aims of the project.




2nd Newsletter

31/03/2017

The second PURE COSMOS newsletter was created in English and soon you can find...

Type: [Project](#)




PURE COSMOS good practice...

27/01/2017

16 good practices from PURE COSMOS partners

Type: [Project](#)



1st Newsletter

13/01/2017

The first PURE COSMOS newsletter was created in English and you can find the...

Type: [Project](#)

Tweets by @pure_cosmos

PURE COSMOS project @pure_cosmos

The 2nd #purecosmos #newsletter has just been announced. Enjoy browsing! [goo.gl/bQdLv](#) @interregueurope

PURE COSMOS project @pure_cosmos

Don't forget! The 6th #purecosmos Peer Review is going on now in #Genoa. Check the details on the project website! @interregueurope

PURE COSMOS project @pure_cosmos

The 2nd #PURECOSMOS study visit takes place on 21-22/03 in Thessaloniki on Incubators and Entrepreneurship Support Structures. @anabrikis6

**News
letters
Press
Releases
Extensive
Press
Coverage
Presenta
tions at
Confe
rences!**

Policy Learning Platform

The **Policy Learning Platform** of Interreg Europe is intended as an information exchange centre, between policymakers and experts that deal with regional development policies.

Every topic includes: policymakers, projects, events, information, good practises, thematic studies, reports, evaluations, policy recommendations.



Policy Learning Platform

The four Interreg Europe topics:

- Strengthening research, technological development and innovation
- Enhancing the competitiveness of SMEs
- Supporting the shift towards a low-carbon economy in all sectors
- Protecting the environment and promoting resource efficiency

The platform is open to all policymakers in Europe and his aim is to help policymakers find solutions and improve their public policies by exchanging with experts and peers.



Some achievements: Expert papers

DIGITAL LOG BOOK: Connecting citizens and providers to public services digitally

How to involve the RSG in the Public Administration activities and how to achieve improved and more reliable forms of “vertical cooperation” – from the neighbourhood across the city level to the level of Managing Authorities - Municipality of Genoa

One stop shop OGE – finalista al premio European Best Practis

Our good practices

“NODO DEI PAGAMENTI - MIP” - PagoPA

Central (national) payment platform (and integration with Local Authority's own platform)
There is a potentially high degree of transferability, given that this project has complied with the guidelines on electronic payments established by the Italian Agency which coordinates and harmonizes processes of digitalization and modernization of our Country in accordance to the Digital Agenda for Europe.

on line grant schemes - Filse S.p.A.

The system is owned by Regione Liguria and it has been developed through the collaboration of two in house companies such as Liguria Digitale Scpa for the IT aspects and FI.L.S.E. for the technical aspects.

TLC infrastructures in the Liguria region Liguria Digitale S.p.A.

The process is supported by public and private funds. The model can be transferred to other sectors and contexts, as it allows public and private actions to coexist: public investments to attract private investments, which autonomously support the continuation of the service.



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STATE OF PLAY

DEADLINES

- From the 6th of January 2013 the PA must allow citizens and businesses to make electronic payments, making available the payment's identification codes and using the Payments Platform-SPC;
- Public authorities are obliged by law to adhere to the system and to program the service implementation activities by the 31st of December 2016 (AGID Guide Lines, G.U. No. 31 of February 7, 2014).



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STATE OF PLAY

PAGO PA SISTEM



The initiative known as “pagoPA” was designed to allow citizens and businesses to make payments to public authorities (taxes, fees, bills for public services etc.) through a fully electronic, easy and safe way. This project was conducted at a national level and complies with European regulation on payment services introduced by the Single Euro Payment Area (SEPA) and by the Payment Services Directive (PSD, 2007/64/EC).

It is the result of a collaborative approach among the stakeholders (central and local governments) with an important contribution made by payment service providers. The payment hub, a digital infrastructure known as “nodo dei pagamenti”, was created and is operated by a national Agency known as “Agenzia per Italia Digitale”. In order to enable electronic payments all public authorities were required to adapt their IT procedures for full integration.



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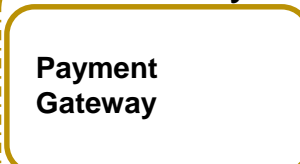
We have worked in order to promote a managerial capacities improvement of the cash flows

The aim is to offer multiple payment methods through the different payment services providers

And to obtain a proper reconciliation of the information flows with the actual revenues on treasury account

payment certainty to the citizen and SMEs

Payment services providers On Line Payments MAV - SDD



Payment platform

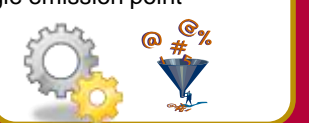
Integration of AGIDNode



OnLine Payments



Single emission point



Accounting flows

Institution's Online
payment portal

Institutions'
management
procedures

Institutions'
accounting

Treasury bank



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The municipality of Genoa has approached the pagoPA System by developing its own design involving all the institution's sectors

By Following an appropriate training of the front and back office staff

And by communicating to the citizen and companies in order to promote the use of new tools highlighting the benefits associated with their use.





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but the change in attitude
is the first large rock

MAIN PROBLEMS

1. Absence of appropriate skills at all levels, even on Payment services providers
2. Lack of adherence to the platform by local Payment services providers
3. Uncertainty about commission costs, especially at the counter
4. “Elderly” Stakeholders . Genoa is the city that has the greatest number of elderlies within Europe.

Conclusions



Thematic Workshop

Internationalisation (SMEs, get international cooperation)

30th June 2017, Brussels, Committee of the Regions

PURE COSMOS was invited to be part of The Policy Learning Platform workshop on SME competitiveness to exchange on effective approaches, practices and policy measures on internationalisation, with a strong focus on SMEs.



At the workshop were present 14 of the 33 Interreg Europe projects from the policy area SME competitiveness plus representatives of the European Commission's Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), as well as Interreg Europe's Joint Secretariat and experts from the PLP on SME competitiveness also took part in the workshop.

DIFFERENT IS GOOD!

We are living a new and ambiguous political course and a widespread uncertainty about the future of the European Union returning to old images of the society. However, we strongly believe that being different is the starting point of a democratic society and we can always learn from the differences. **International cooperation will never end!**



THANK YOU!

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