



# the AttrACT Program



Regione  
Lombardia

attr**ACT**



An aerial photograph of the Milan skyline, featuring a dense urban landscape with various buildings, including the prominent Spina 96 skyscraper. The foreground is dominated by a lush green park area with a large stadium. The entire image is overlaid with a semi-transparent teal color.

ATTRACT:

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

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# 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

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PROMOTION OF INVESTMENT  
OPPORTUNITIES

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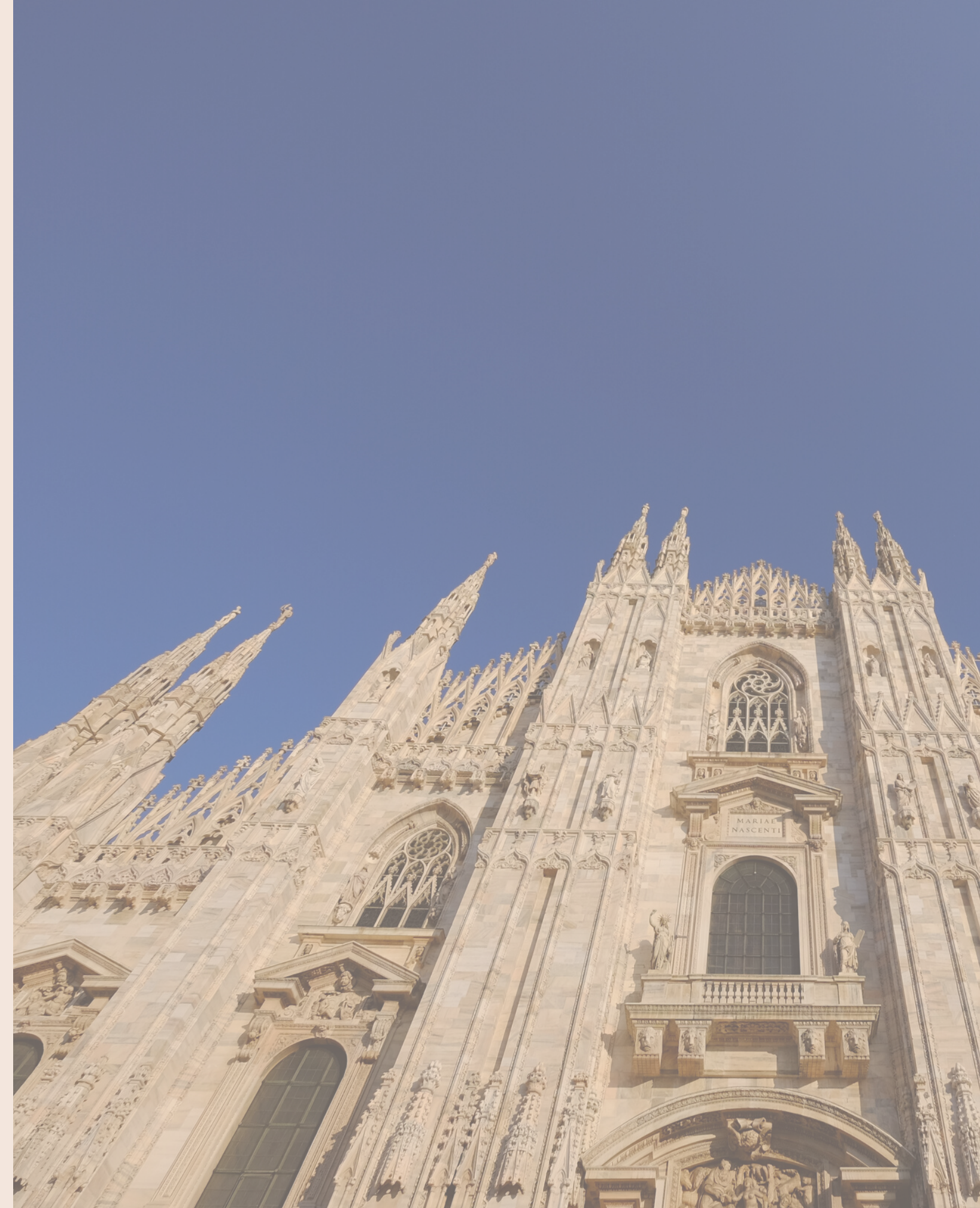
CREATION OF A CLEAR CONTEXT

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SUPPORT TO THE BUSINESSES

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AGGREGATION OF THE MAIN  
STAKEHOLDERS IN THE TERRITORY







# MUNICIPALITIES' INVOLVEMENT

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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

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THE CURRENT STATE OF ART



# The Implementation Programs presented



## AGREEMENTS FOR ATTRACTIVENESS

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

OPPORTUNITIES PRESENTED: 51 GREENFIELDS + 57 BROWNFIELDS





# Interventions foreseen by the Municipalities In Capital Account

[www.attractlombardy.it](http://www.attractlombardy.it)  
[www.regione.lombardia.it](http://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

[www.attractlombardy.it](http://www.attractlombardy.it)  
[www.regione.lombardia.it](http://www.regione.lombardia.it)

33

Strategic Marketing  
Plan

27

Design and implementation  
of promotional materials

29

Promotion

15

Consultation for the revision  
of urban plans

25

Staff Training

3

Miscellaneous



# 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



# 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

[www.attractlombardy.it](http://www.attractlombardy.it)  
[www.regione.lombardia.it](http://www.regione.lombardia.it)

## 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





# 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



**44 expressions of  
interest received (end  
2019 data)**

**1)** The sale involved **9 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, Civate 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

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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

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## SERVICES & TOOLS

# Services & Tools

OFFERED BY THE PROGRAM

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1) Tools for the  
development of the  
territorial offer

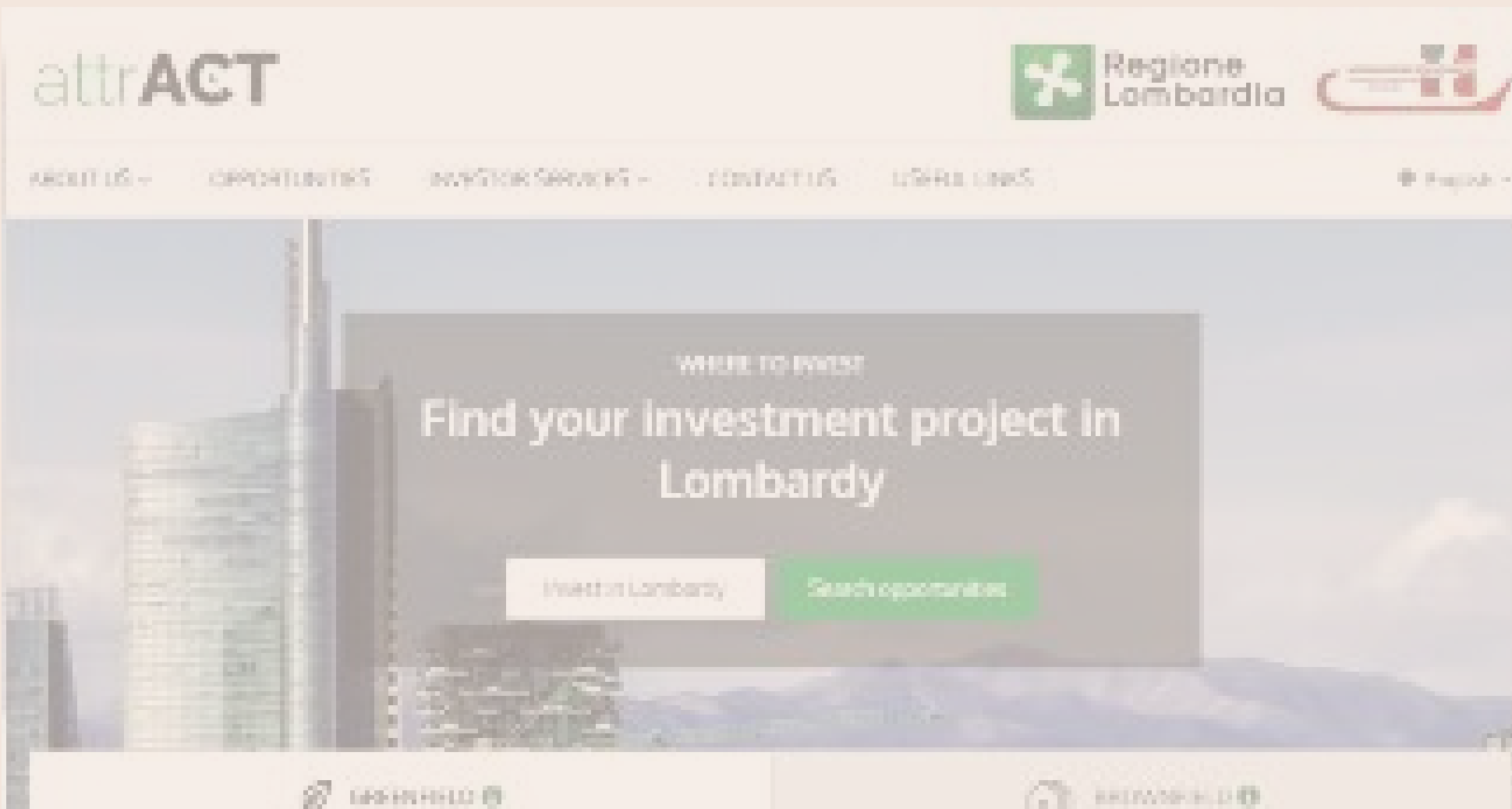


2) Businesses  
Promotion



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    



Vedi slideshow

 PROPRIETÀ Pubblica  SLP TOTALE 18.470 m<sup>2</sup>  SEGMENTO DI RIFERIMENTO Turistico

 SCARICA LA PLANIMETRIA

È aperto il bando per la concessione della gestione dell'ex Grand Hotel di San Pellegrino

## Area details

## Attachments



1) TOOLS FOR THE  
DEVELOPMENT OF  
THE TERRITORIAL  
OFFER

# The Online Platform

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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

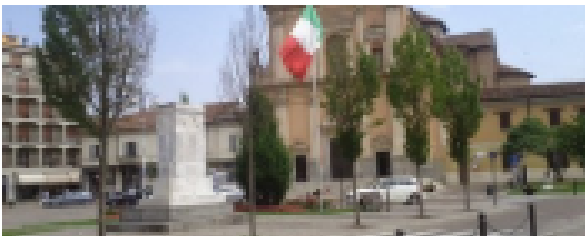
## 1) TOOLS FOR THE DEVELOPMENT OF THE TERRITORIAL OFFER

# The Online Platform

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.**

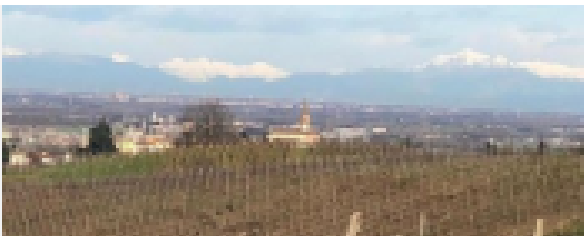
## Comuni

Home > Comuni



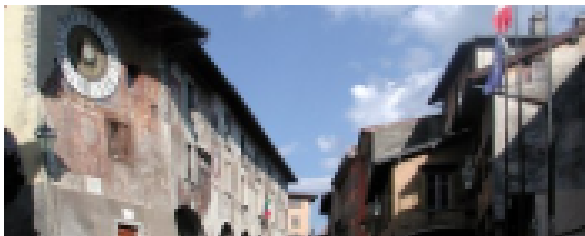
### Casalpusterlengo

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.



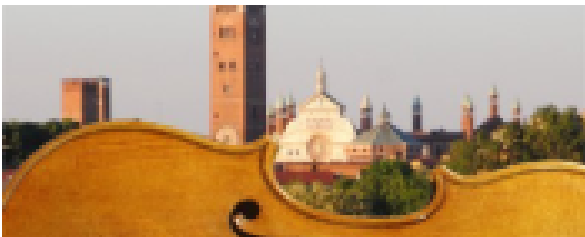
### Casteggio

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.



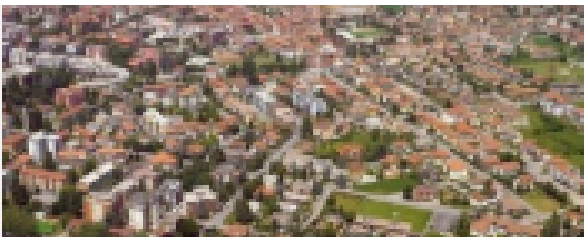
### Clusone

Tra gli impegni assunti dal Comune l'implementazione della Scrivania Telematica e la corretta alimentazione del Fascicolo Informativo d'impresa. Inoltre, particolarmente significativa 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 tasi del 30% 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

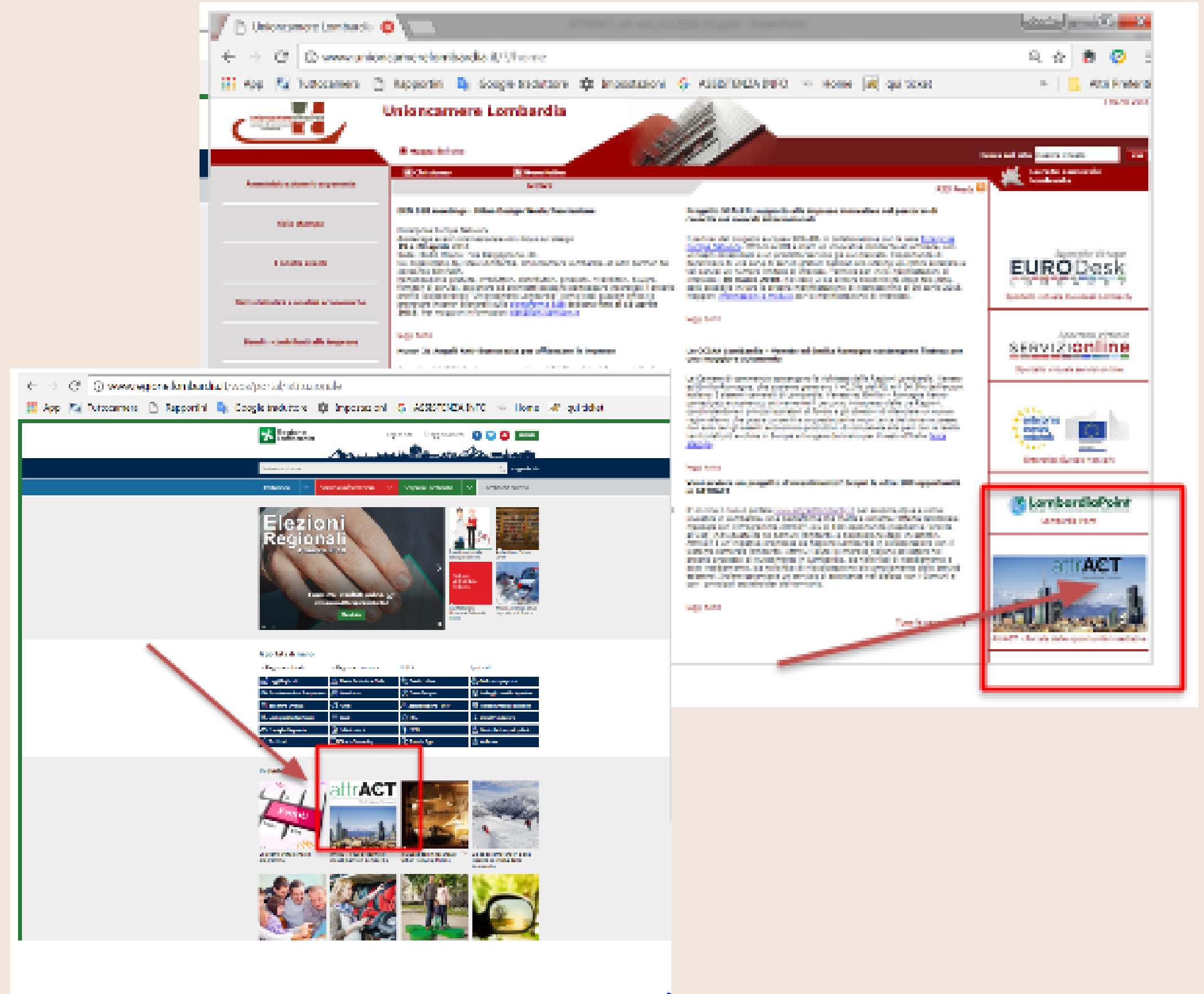
Il Comune di Rho ha previsto diversi interventi di semplificazione, incentivazione economica-fiscale e di promozione, tra tutti si segnala il rilascio del Permesso di Costruire in meno di 60 giorni; l'esenzione di IMU e TASI; un servizio di consulenza istruttoria preventiva e di accompagnamento dell'investitore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



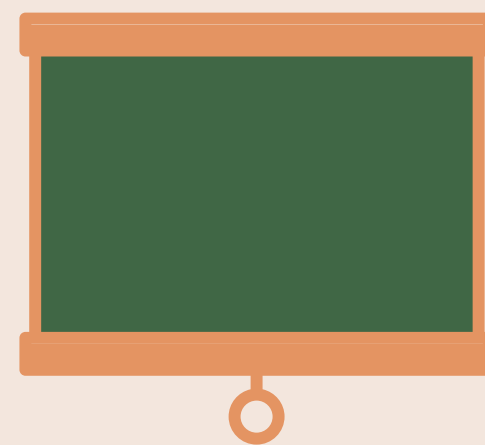
## 2) Businesses' Promotion

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

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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





# THE FRAMEWORK

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## 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



# Contacts

## Website

[www.attractlombardy.it](http://www.attractlombardy.it)

## Email

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**Thank you for the  
attention!**