

Major Cities of Europe

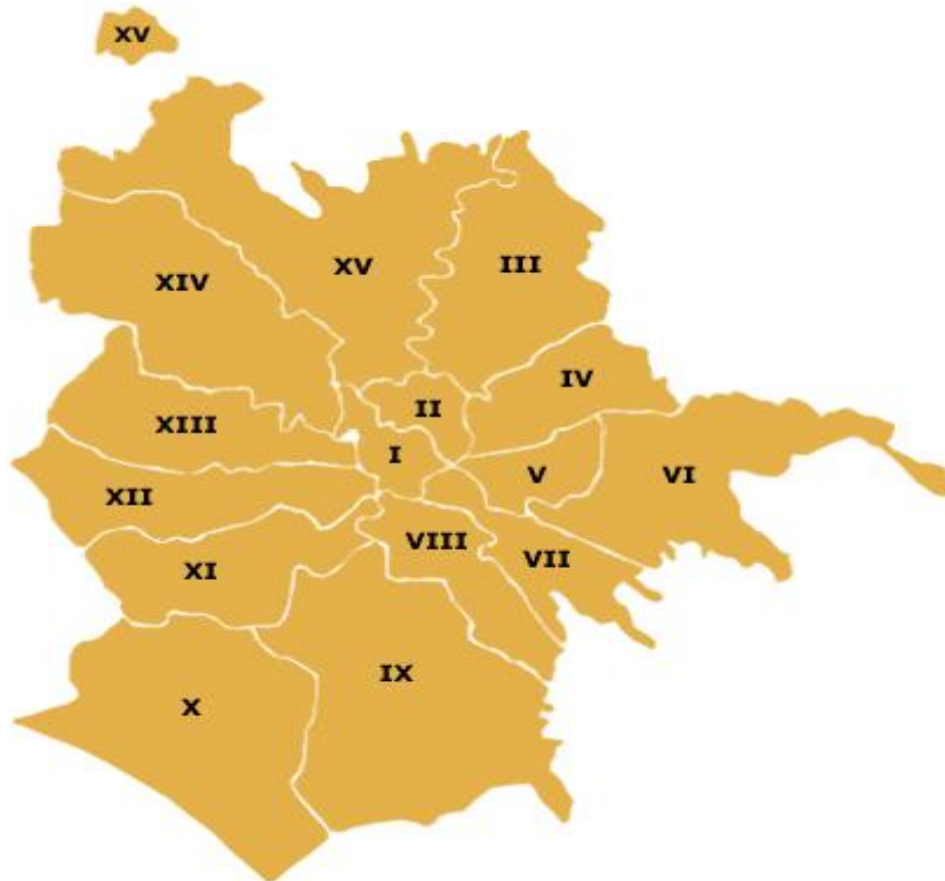
Implementing Innovation in your
City: The real issues behind The
mith

Florence workshop - March 13

Carolina Cirillo

Municipality of Roma

The City and the Municipality

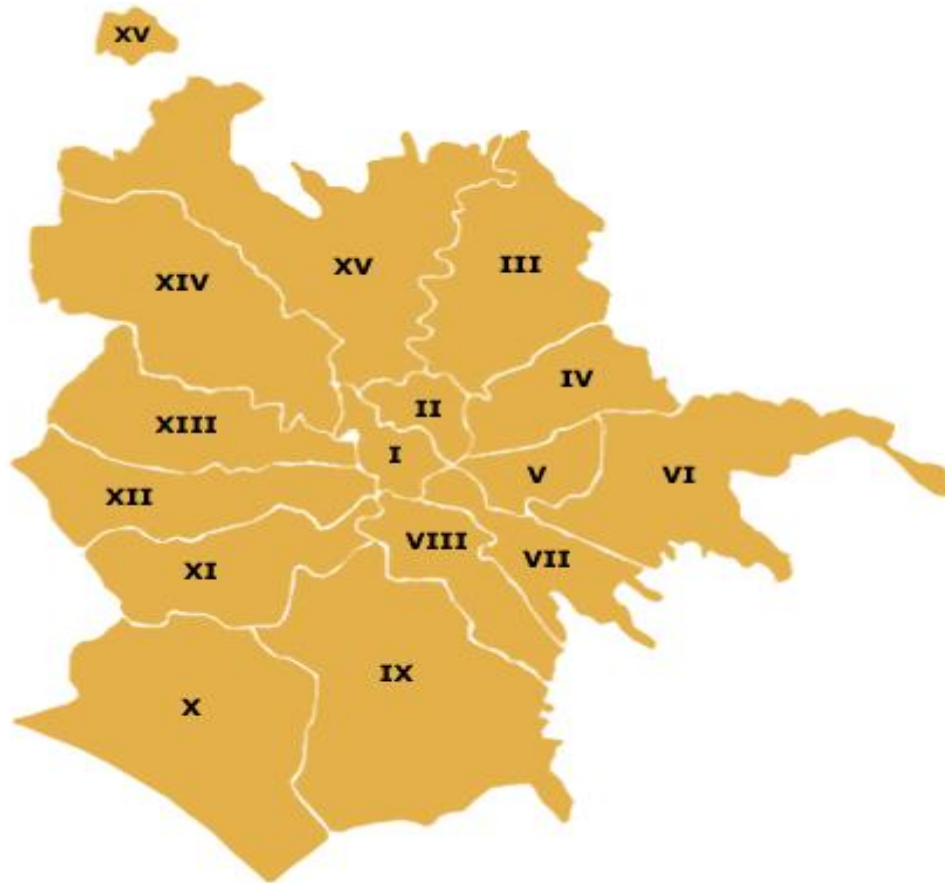


The City of Rome counts
2.600.000 inhabitants in
1300 km²

The Municipality has 30
Central offices and 15 Local
Districts

The employees are 22.500

The City and the Municipality



The City of Rome: Users and services

Istitutional portal: 200.000 registered users
Free wifi: federated in the network Free Italia wifi witech
100.000 registered users
4 app mobile and over 10.000 downloads
Open data set
Services available on line and through mobile
.....

OUR GOALS

The city administration has set itself the objective of managing the public relations carefully to citizens and businesses, through the use of technological innovation systems... and more.

The technology, as an opportunity, is just a tool to simplify / improve the quality of life of those who use it.

The purpose is to create a system of relationship between administration and citizen based on collaboration and sharing needs.

It should be established a system of relationship in which coexist tangible elements (services, information, ...) and intangible (the relationship itself).

An example: e-invoicing Project

The electronic billing applications provide the ability to electronically settle payment for goods or services. Companies can utilize the internet or telecommunications to conveniently remit payment and access billing information to the Public administration. The service should facilitate payments, reduce working time and , moreover, produce substantial savings to traditional "print & mail" billing and payment remittance. So, an added benefit results is a significant reduction in the use of paper.

An example: e-billing Project
Change management steps

Internal reorganization of the service and
the process

Identify IT solution

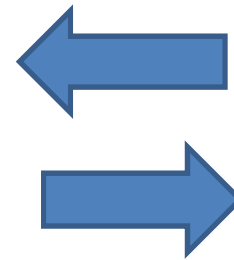
Test pilot and feedback

Staff training

Spread over the organization

Detection of deviations also by analysis of
customer satisfaction (internal and
external)

Identification of areas for improvement



A Continuous Costs/
benefits analysis

An example: e-billing Project

The challenge

For personnel: training plans and , at the start up , an incentive for productivity should be activated, because the challenge of effectiveness and efficiency can not be won without expertise and proper skills.

For management: improved new ways of working should be included in the Annual plan of the Performances so that the achievement of goals has direct effect on salary .