

# A SECOND CHANCE FOR GENOVA

[www.interregeurope.eu/reborn](http://www.interregeurope.eu/reborn)

*Genoa, 17 June 2020*



European Union  
European Regional  
Development Fund

# THE GENOA MODEL

## AN EXAMPLE OF RESILIENCE

Time lapse from the demolition to the start of reconstruction of Morandi Bridge

<https://www.youtube.com/watch?v=S73LjyIKmUw>

(video made by Paolo Micai, an important Ligurian video-maker, died in 2020 due to COVID 19)

2018



2020



NEXT  
FUTURE



2018

SOCIAL & ECONOMIC  
IMPACT

6 COMPANIES  
DESTROYED BY  
THE COLLAPSE

BRIDGE  
COLLAPSE

43 VICTIMS

1083 SME  
DAMAGED  
AND  
TEMPORARY  
CLOSED

ALL  
TRANSPORT  
CONNECTIONS  
INTERRUPTED

# FILSE BIC INCUBATOR

2018



**BIC**  
Business  
Innovation  
Center



## Genoa Business Incubator Center

**14.000**

sqm.

**20/460**

sqm. office available

**150**

sqm. for coworking area

with pc / free wifi

**40**

**startups**

Ligurian incubators have been started since 1987 with the opening of the first center of Genoa. Nowadays the network consists in to **2 incubators centers specialized in supporting start-ups in Genoa and Savona.**



# REBORN APPROACH

## ENTREPRENEURSHIP - A KEY DRIVER FOR TERRITORY RESILIENCE AND RESTART

### Topics



Capacity building for entrepreneurs



Positive image for the re-starter



Solution to finance the 2<sup>nd</sup> opportunities



Incubations & labs



# REBORN RESILIENCE

## Entrepreneurship support to restart



### CAPACITY BUILDING & CAPITALIZATION (training & monitoring)

#### • REBORN information and support desk for restarters:

- ✓ Bankruptcy new law help desk
- ✓ Training courses and monitoring
- ✓ Presentations of the funding calls at regional and national level
- ✓ Bankruptcy School of Modena support to be reborn from a crisis and learn from mistakes

#### • Start&Growth Liguria

#### • OPERA Project Programme for employment matching




### IMAGE

- FILSE BIC incubator as reference point for the area
- Support to the companies in media relations
- Involvement of the companies in targeted media campaigns



### FINANCE

- Public funds to support enterprises (guarantee funds and no-repayable loans)
- Private compensations



### INCUBATION & LABS

- Spaces available to companies damaged by the collapse of the Morandi Bridge inside FILSE BIC Incubator
- Coworking areas available to startups, companies and freelances in FILSE BIC Incubator

## PUBLIC FUNDS FOR RECONSTRUCTION

- From «Genoa Decree»
- **€ 220.000.000**

## PUBLIC COMPENSATIONS

- From “Genoa Decree”, companies located under the bridge have been granted

## PRIVATE DONATIONS

- **€ 1.800.000 private donations**
- **€ 700.000 for enterprises in crisis**

## PRIVATE COMPENSATIONS

- AUTOSTRADE PER L'ITALIA (bridge management company) repaired victims' families, damaged companies and inhabitants of the area

# FINANCE



## PUBLIC GUARANTEE FUND

- From Strategic Fund of Liguria Region Guarantee Fund for bank loans
- **€ 14.000.000 - 200 guaranteed SMES**

## PUBLIC NO REPAYABLE LOANS

- From «Genoa Decree» as incoming support for enterprises and freelances
- **€16.290.000 – 1.083 financed SMES**

6  
ENTERPRISES

- Hosted immediately in FILSE BIC Incubator after bridge collapse

€ 200.000

- Rental fees suspension for incubated companies throughout 2018

46  
INCUBATED  
ENTERPRISES

- Support of the incubated enterprises in fund raising activity and in applying for «Genoa Decree» calls

INCUBATION  
&  
LABS



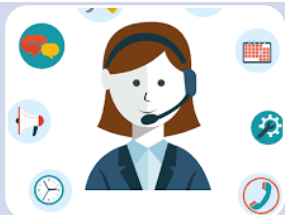




**REBORN**  
Interreg Europe



**CAPACITY BUILDING  
&  
CAPITALIZATION**  
(training & monitoring)



**REBORN DESK**

Support in business failure prevention, information about the new Italian bankruptcy law, early warning and second starters



**TRAINING COURSES  
& MONITORING**

Individual support for entrepreneurs settled in FILSE BIC incubators after the bridge collapse



**PRESENTATION OF  
FUNDING CALLS**

Calls' presentations dedicated to enterprises damaged by the bridge collapse



**BANKRUPTCY SCHOOL  
OF MODENA**

Organization of 4 on line live shows in Facebook, teaching to the entrepreneurs to be reborn from a crisis and learn from their mistakes



**START&GROWTH  
LIGURIA**

Support to enterprises' creation (training and non-repayable loans)

**133 startups  
created**



**OPERA  
INTERREG PROJECT**

Business plan supporting for workers leaving firms in crisis, who want to start their own business

**12 startups projects**



IMAGE



- We listened to them
- We helped them to tell their story
- We coached and motivated them to resist and restart
- We have included them in our network of stakeholders, institutions and media
- We have also become a refuge for the goods of displaced persons who no longer had a home

**.... we reborn by transforming our enterprises' incubator into a social and economic space of welcome and resilience....**

# POSITIVE RESULTS

2020

**180**  
*Enquiries*

**01**

Requests for incubation, acceleration, co-working spaces admittance to be assessed by “incubation and needs assessment committee”

**46**  
*Incubated*

**02**

Startups and sme currently incubated at the managed facilities. The incubation path has an average duration of 3 years

**154**  
*Employed*

**03**

Directly employed by the startups incubated. Medium-high rate of schooling. The value does not take into account indirect employed

**133**  
*Accelerated*

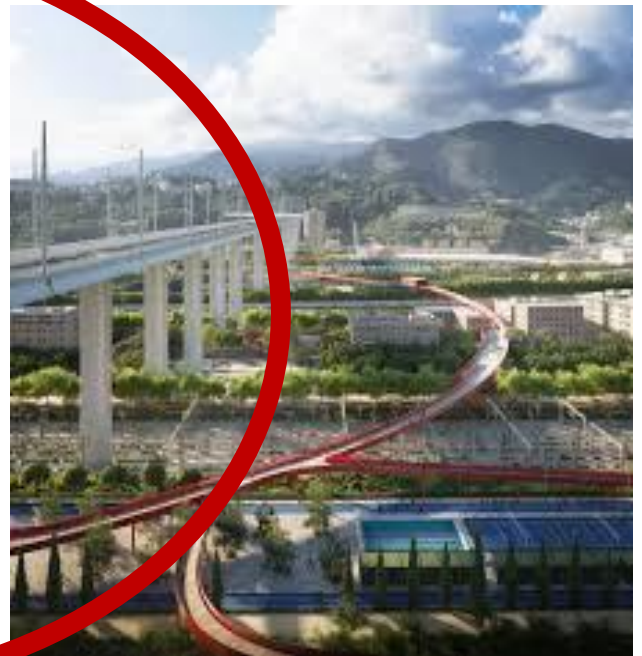
**04**

Sme that have completed the incubation period and/or participate in acceleration and monitoring programmes provided by incubators

# POSITIVE RESULTS

## NEW PROJECTS FOR THE REBIRTH OF THE AREA «THE RED CIRCLE» GREEN FACTORY PARK

NEXT  
FUTURE





Thank you for your attention!

# COVID 19 IMPACT AND RESILIENCE



## CAPACITY BUILDING & CAPITALIZATION (training & monitoring)

- **REBORN information and support desk for restarters:**
- Helpdesk for entrepreneurs in crisis
- Free webinar to support entrepreneurs in crisis to apply for COVID-19 calls at local and national level



## IMAGE

- **Individual meetings** with the entrepreneurs to evaluate situations and problems and support the entrepreneurs in finding solutions



## INCUBATION & LABS

- **No stop activity:** the office were closed but incubators' staff was in constant monitoring through remote working
- Support to reconvert some enterprises in production COVID oriented



## FINANCE

### REGIONAL STRATEGIC FUND

Participatory financial instruments to support SME in crisis due to COVID-19

- € 1.500.000 "WE START UP" Call dedicated to innovative startups
- € 14.500.000 Interventions to strengthen the assets of Ligurian SMEs

### Public Guarantee funds

- € 6.000.000 for tourism, cinema and crafts

### ERDF ROP

60% NO REPAYABLE LOANS for SME

- € 10.000.000 co-financing individual protection and sanitation to avoid COVID 19
- € 10.000.000 co-financing hardware and software innovation to avoid COVID 19