



2023 POPULAR FINANCIAL REPORT OF ROME

PREPARED BY GROUP 11:

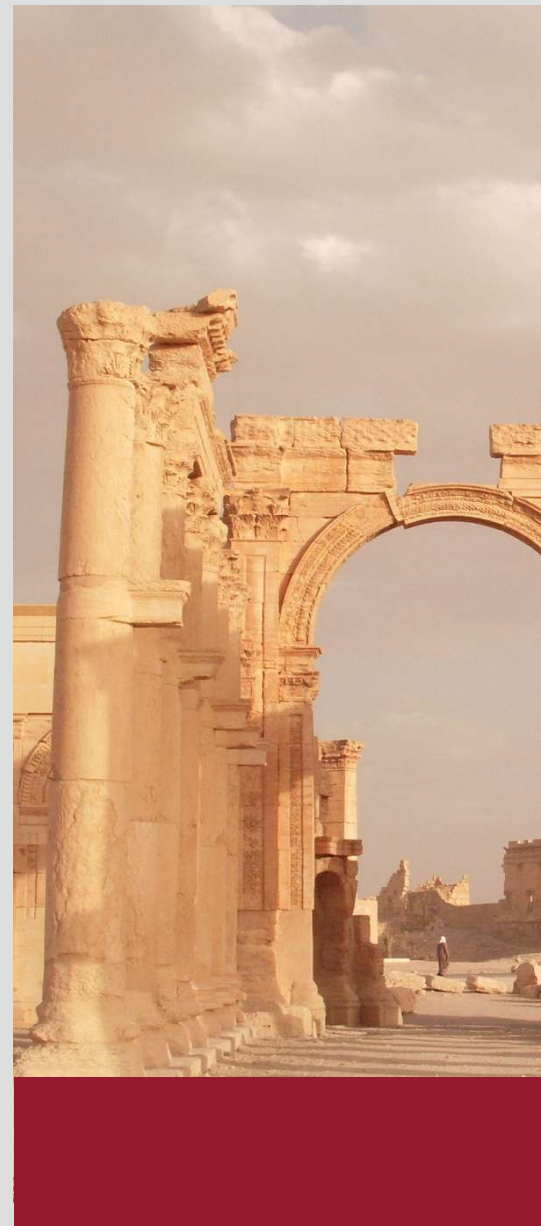
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MAYOR'S LETTER

Dear Citizens of Rome,

As we close another year, I am proud to reflect on the significant progress our city has made and the commitment we have shown to building a brighter future for all. Over the past year, Rome has faced both unique challenges and remarkable opportunities, which we have navigated with the shared vision of making our city more resilient, sustainable, and inclusive.

This report provides insights into our city's demographics, economic activity, environmental initiatives, and social policies. Rome is home to nearly 2.75 million residents, with a population as diverse as it is rich in cultural heritage. The contributions of our residents of foreign nationality, who make up nearly 14% of our population, add to our social fabric and enliven our community.

As we analyze our economic standing, we recognize the essential role of sectors such as tourism, technology, creative industries, and public administration, which provide the foundation for Rome's growth. This diversity in our economic profile is supported by a variety of businesses, ranging from local enterprises to multinational companies.

While we celebrate these accomplishments, we are also mindful of the challenges that lie ahead. This report transparently addresses our ongoing efforts to improve public services, such as healthcare, where we are striving for equitable access, and waste management, where we continue to work towards higher efficiency and environmental stewardship.

We are also dedicated to sound financial governance. Our fiscal position, detailed within this report, reflects both responsible resource management and a clear commitment to transparency and accountability. Though challenges in tax collection persist, our administration has prioritized addressing these issues, while continuing to drive improvements that benefit all Romans.

Rome is a city of resilience, where historical achievements inspire present-day progress. This report invites you to understand and engage with our initiatives, which aim to make Rome an even better place to live, work, and visit. I am grateful for the continued dedication of Rome's citizens, whose involvement and pride help drive our success.

On the final page of this report, you will find contact information to share your thoughts with us. I encourage you to take a moment to provide feedback, as your input shapes the future we build together.

Together, we will continue to strengthen Rome's foundation as a city that respects its past, thrives in its present, and confidently embraces its future.

With warm regards,

Mayor of Rome



Sustainable Development Goals (SDGs) Legenda

The SDGs are 17 global goals set by the UN in 2015, aiming to tackle issues like poverty, hunger, inequality, and environmental damage by 2030. They provide a framework for sustainable, equitable development across economic, social, and environmental dimensions.



Eradicate all forms of poverty.



Build resilient infrastructure and foster innovation.



End hunger, ensure food security, and promote sustainable agriculture.



Reduce inequalities within and among countries.



Promote healthy lives for all ages.



Make cities safe, inclusive, and sustainable.



Ensure inclusive and equitable education.



Ensure sustainable resource use.



Empower women and girls.



Combat climate change urgently.



Ensure water and sanitation for all.



Conserve marine resources.



Provide sustainable energy access.



Protect ecosystems and biodiversity.



Promote economic growth and decent jobs.



Promote peaceful, just societies.



Strengthen global partnerships for sustainability.



Six Capitals Framework Legend

The Six Capitals Framework identifies six resources—Financial, Manufactured, Intellectual, Human, Social, and Natural—used to create value. It promotes sustainable growth by considering the impact on all resources, encouraging decisions that balance economic success with long-term social and environmental well-being.

- Financial Capital – Funds and financial resources available to support operations.
- Manufactured Capital – Physical infrastructure, equipment, and technology.
- Intellectual Capital – Knowledge, processes, intellectual property, and innovation.
- Human Capital – Skills, health, and motivation of the workforce.
- Social and Relationship Capital – Networks, partnerships, and community engagement.
- Natural Capital – Natural resources and ecosystem services utilized or impacted.

Going forward, you will find the symbols corresponding to the SDGs, indicating the City of Rome's compliance with each, as well as the alignment with the Six Capitals. An appendix summarizing all the information will be provided at the end

General Data and Context

The City of Rome, a historic capital and vibrant metropolis, combines rich cultural heritage with a modern, dynamic society. This section provides an overview of the demographic, economic, and contextual characteristics that define Rome and shape the lives of its citizens.

→ Demographic data

POPULATION SIZE

Rome has a population of approximately 2.752.908 people, making it the most populous city in Italy.

AGE DISTRIBUTION

12,2% under 14, 64,4% aged 15-64, and 23,4% over 65. These figures reflect a growing population of young professionals and a significant community of seniors.

POPULATION TRENDS

Over the last decade, Rome has seen a slight decrease, reflecting the shift of the demographic towards an older population.

PERCENTAGE OF FOREIGN RESIDENTS

Approximately 13,7% of residents are of foreign nationality, enriching the city's cultural diversity and contributing to its dynamic social fabric

GENDER DISTRIBUTION

The city's population is approximately 52,6% female and 47,4% male, with slight variations across different age groups.



→ Contextual Characteristics

MAIN ECONOMIC SECTORS

Balanced mix of tourism, service industries, public administration. The city is also home to a growing number of technology startups and creative industries.

TYPES OF BUSINESSES

From family-owned trattorias to large corporations, Rome supports a diverse business ecosystem. There are 381.836 local units registered, of which 278.096 are active.

AVERAGE INCOME

The average income per capita stands at both high-wage professional sectors and service industries.

EDUCATION LEVEL

Around 34,9% of the adult population holds a higher education degree, underscoring the city's strong emphasis on academic achievement.

4 QUALITY EDUCATION



1 NO POVERTY



→ Awards and Recognitions

In 2023, Rome received numerous recognitions, including:

- Smart infrastructure 2023
- Sicurezza Urbana ANCI 2023

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



→ Educational and Cultural Institutions

NUMBER OF UNIVERSITIES

Rome is home to 17 universities, including prestigious institutions like Sapienza University, which attracts students from around the globe.

PUBLIC AND PRIVATE INSTITUTIONS

Numerous public and private research institutions, cultural organizations, and think tanks play a key role in shaping Rome's intellectual landscape.

UNIVERSITY STUDENTS

Rome's university population stands at approximately 41.375, contributing vibrantly to the city's economy and cultural scene.



→ Geographical Characteristics

CITY AREA

Rome spans approximately 1.287 km². 14.208ha Regional Natural Reserves, 1.378ha Marine Protected Natural Areas and 16.230ha Natural Parks.

DISTRICT DISTRIBUTION

The city is divided into 15 districts, each with unique characteristics and community identities.

TOPOGRAPHY

Rome's geography includes iconic features such as the Tiber River, the Seven Hills, and the Roman countryside, adding natural beauty to the city's historic architecture.



→ Labor and Employment

NUMBER OF EMPLOYED INDIVIDUALS

The number of employees amounts to 1.221.000, with a 3,4% increase compared to the previous year, with significant participation in sectors such as construction, tourism, public administration, and health and services.

8 DECENT WORK AND ECONOMIC GROWTH



Quality of life

→ What is this about ?

In these pages, we will see different key factors of the population's well-being and the quality of life in Rome, the well-being of a population can be "measured" through the quality of the services provided by the city and the happiness of its population which is impacted by how well Rome performs in these key factors.

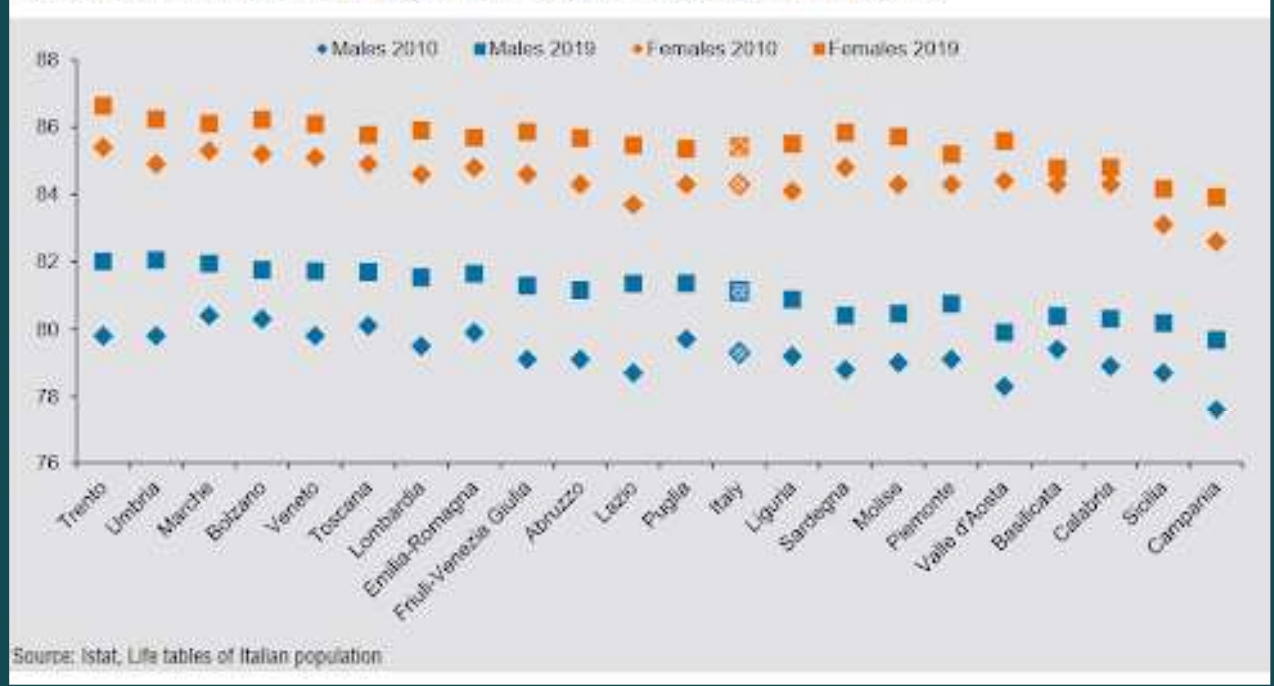
→ Healthcare

One of the most important key factors for a population's well-being is healthcare. Healthcare in Rome has its highs and lows, meaning that life expectancy rose since 2010 in the region of Lazio (Rome's population represents 77% of Lazio's population). But on the other hand, since the Covid-19 the number of hospital beds reduced drastically leading to an unequal access to healthcare.

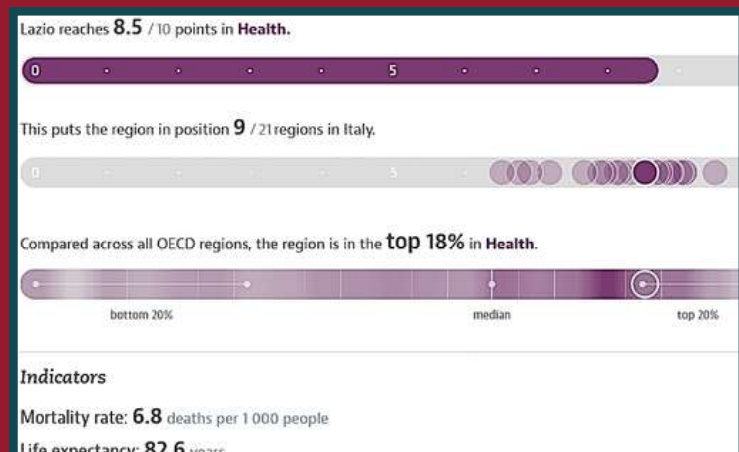
3 GOOD HEALTH AND WELL-BEING



Figure 1. Life expectancy at birth, by gender and region. Years 2010 and 2019. In years



Rome's healthcare is unsurprisingly good, reaching a 8.5 out of 10 on the OECD indicator in 2024 and is one of the highest score in any sectors reached by Rome.



→ Economy

Regarding the economic well-being of Rome, it is median in the OECD's standards as it reaches 3.7 out 10, meaning that each year, after taxes, a household has a disposable income of approximately 21,000 USD.

Income

Lazio reaches **3.7** / 10 points in **Income**.



This puts the region in position **11** / 21 regions in Italy.



Compared across all OECD regions, the region is in the **top 37%** in **Income**.



Indicators

Disposable income per capita: **21 683** USD

But, this income is facing Rome's inflation which is far from being the highest in Italy but it still exists and further reduces household's purchasing power.

→ Education

As for education, Rome is average compared to other regions in Italy, offering a better educational service than any other southern cities but also being less than northern cities.

REGIONS AND GEOGRAPHIC AREAS	Participation in the school system of children aged 4-5 (a)	People with at least upper secondary education level (25-64 years old) (b)	People having completed tertiary education (30-34 years old) (c)	First-time entry rate to university by cohort of upper secondary graduates (d)	Early leavers from education and training (e)	People not in education, employment, or training (NEET) (f)	Participation in life-long learning (b)	Inadequate level of literacy (g)	Inadequate level of numeracy (g)	People with high level of IT competencies (h)	Pupils aged 0-2 years enrolled in early childcare services (i)	STEM graduates (j)	Outdoor cultural participation (k)	Reading books and newspapers (k)	Use of libraries (l)
	2018/2019	2020-02	2020-02	2018	2020-02	2020-02	2020-02	2018/2019	2018/2019	2019	2018/2020 (*)	2018	2020 (*)	2020 (*)	2020 (*)
Piemonte	95.5	63.6	52.9	19.6	6.5	23.8	28.4	23.6	30.5	14.4	33.9	43.9	15.9
Valle d'Aosta/Vallée d'Aoste	95.7	60.3	50.2	20.2	7.4	15.3	28.0	28.3	41.7	9.5	33.8	48.4	24.5
Liguria	95.6	68.7	55.4	24.2	9.5	27.9	34.9	22.0	22.3	16.7	32.9	48.6	12.8
Lombardia	92.7	64.6	54.5	17.0	7.6	18.6	22.5	26.6	26.5	14.1	35.5	46.7	18.4
Trentino-Alto Adige/Südtirol	96.9	71.4	14.7	9.5	25.7	22.9	7.9	39.6	58.1	30.0
Bozano/Bozen	96.8	71.4	12.8	6.1	32.2	34.5	23.6	5.7	2.7	41.0	60.5	31.2
Trento	97.1	71.4	51.6	16.6	12.8	16.8	15.3	27.8	43.0	13.5	38.3	55.8	28.7
Veneto	94.0	66.0	50.2	13.3	6.9	16.5	18.5	23.8	34.5	15.6	33.0	46.2	17.2
Friuli-Venezia Giulia	95.6	71.6	51.9	13.5	8.5	21.1	21.9	25.8	27.9	16.2	37.4	53.1	16.8
Emilia-Romagna	93.2	69.1	53.6	16.7	10.0	24.7	25.8	25.0	33.5	15.4	34.5	50.2	18.3
Toscana	95.4	64.2	51.9	18.6	8.9	30.6	35.0	23.0	42.6	13.3	34.7	42.9	14.5
Umbria	95.9	70.9	54.9	20.0	7.8	28.4	33.2	22.3	32.4	16.0	28.6	37.9	10.8
Marche	95.7	65.6	56.1	16.7	7.6	25.4	28.6	21.5	27.8	17.6	26.9	34.6	11.2
Lazio	89.1	70.8	43.8	22.7	7.9	28.0	40.6	23.9	33.8	16.3	37.2	41.0	8.5
Abruzzo	96.9	68.6	57.7	22.3	6.4	31.5	37.8	21.5	20.1	18.2	28.4	35.7	8.2
Molise	87.5	62.2	56.2	24.4	7.4	37.1	44.2	18.8	27.4	18.8	22.5	28.8	4.2

→ Life satisfaction

Thanks to the key factors previously seen, and other secondary factors such as Security, Community, Housing or Access to services all available on the OECD's website, we can "measure" the population's life satisfaction which is, according to the OECD's standards, average. Reaching out a 6.5 out of 10.



→ Public Administration Group

In these pages we will see how Rome is administered and its partners, there will be an organization chart for a visual help and a better understanding.

Rome is administered by “Roma Capitale” which is a regional authority that also governs the other municipalities, it has the same level of power as other metropolitan cities in Lazio.

Roma Capitale administration is composed of the mayor, an assembly of 48 members/advisors with the mayor and also a “government” composed by the mayor and 12 assessors (assessore in italiano) that are the executive body of this local government.

To govern Rome, Roma Capitale has created 16 commissions with 12 of them being permanent, these commissions are linked to different sectors of the city (School, Culture, Sport and Quality of life, Patrimony, Transport, ...) and each of these commissions have their own goals.

To help achieve these goals, Rome has created supporting structures for its administration such as:

- **Mayor’s office** : helps the mayor in its political and institutional functions
- **General management “Direzione generale”** : supports the general director in its functions
- **General Secretary** : assistance regarding the legal-administrative and the collaboration among the different offices of the administration
- **Press office** : take care of the Rome Capitale’s communication and its activities
- **Lawyer office**
- **Civil Protection Office**



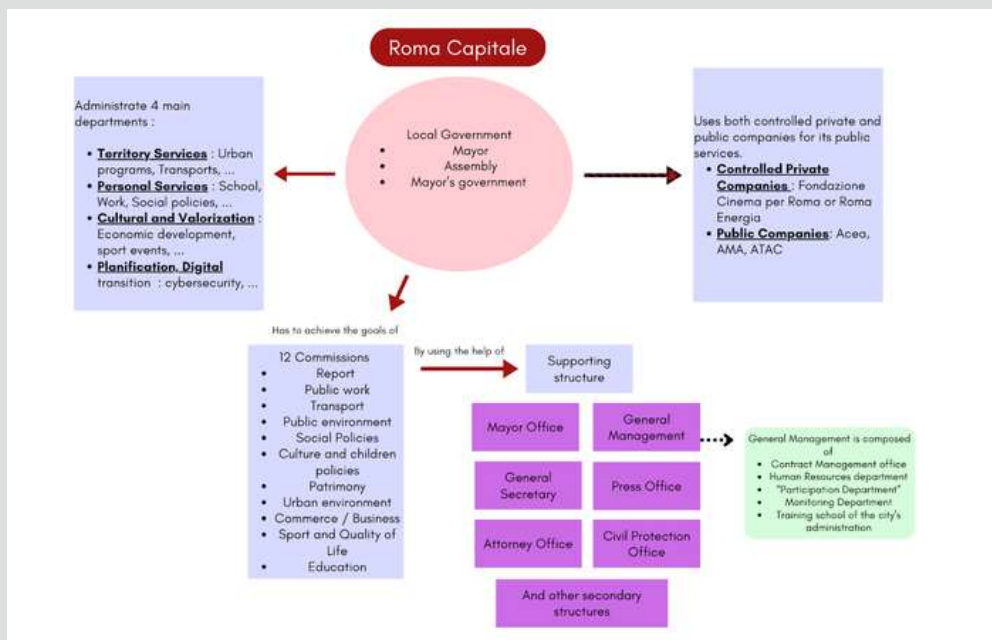
In these supporting structure, the **General Management** is also composed of five components which are:

- **Contract management office “Dipartimento centrale appalti”** which coordinate, and manage the different type of contracts (good and services) that are needed for Roma Capitale
- **Human resources department**
- **“Participation Department”** which serves as an overseer, which provides direction to every partners the city has regarding financial projects
- **Monitoring Department:** review the service quality and has the goal to promote the different services of the city
- **Training school of the city’s administration**

The administration is divided into 4 main departments that are

- Territory services
- Services for the people
- Culture and valorization
- Planification and Digital transition

Finally, Rome Capitale administration uses mainly municipal companies for its public services but also uses private entities that are controlled by the municipality like the “Fondazione Cinema per Roma” or “Roma Energia”.





OVERVIEW

Consolidated Accounts



Rome Capital Group's recent financial performance provides a thorough view of its fiscal health, highlighting the organization's assets, liabilities, and equity alongside those of its subsidiaries. The consolidated net result shows a minor loss of €-63.3 million, which stems from a deliberate strategy of high investment in critical areas such as infrastructure, environmental projects, and social services. These investments, while initially costly, are planned to drive substantial public benefits over the long term. Additionally, the group's consolidated net equity remains robust, underscoring a stable financial foundation and strong overall value. Rome Capital's debt and credit ratios indicate a balanced approach; while the group has significant debts due to its support of public projects, it actively manages credits to maintain steady cash flow, securing the funds needed for both operational expenses and ongoing projects

Financial Indicator	Amount (€)
Aggregated Operating Result	251,788,277
Consolidation Adjustments	-315,117,067
Consolidated Net Result	-63,328,790
Consolidated Net Equity	11,225,934,371
Total Assets	33,358,391,792
Total Liabilities	22,132,457,421

Debt Distribution

The total consolidated debt for Rome Capital stands at €13,241 million, divided across various funding sources to support its wide array of public initiatives:

- **Bonds** represent €4,580 million, the largest portion of the debt, primarily directed toward financing long-term infrastructure projects and essential public works. This bond funding is crucial for developing and maintaining public facilities.
- **Bank Loans** total €883 million and are earmarked for sustaining various public projects in progress. These loans support critical areas, ensuring the continuity of essential services.

Supplier Debts account for €3,577 million and largely cover payments for materials and services essential to public utilities. This portion of the debt highlights Rome Capital's dedication to maintaining quality public services through timely supplier engagement.

Consolidated Income Statement

13 CLIMATE ACTION



3 GOOD HEALTH AND WELL-BEING



The income statement provides a detailed breakdown of all revenue sources and expenditures, presenting a net result that reflects the organization's financial performance

Income Statement Item	2023 (€)	2022 (€)
Total Income	10,888,033,138	10,512,276,642
Total Expenses	10,590,534,967	10,630,287,476
Net Operating Difference	297,498,171	-118,010,834
Financial Income	26,641,574	31,810,336
Financial Expenses	174,783,295	107,601,577
Extraordinary Income	689,002,554	804,875,228
Extraordinary Expenses	668,849,649	302,318,269
Net Result Before Taxes	141,410,319	226,704,894
Taxes	204,739,109	255,533,054
Net Result	-63,328,790	-28,828,160

This transparency is essential for assessing how effectively public funds are being managed to meet the city's needs. On the income side, the most significant contributions come from taxes and service revenues, including essential services like waste management and public transportation. Additionally, government contributions play a substantial role in supporting the organization's operations. In terms of expenses, the primary costs include service provisions, materials, employee salaries, and investments in ongoing infrastructure projects. Personnel expenses alone reached €2.649 billion, underscoring the city's dedication to sustaining and enhancing public services through its workforce

Extraordinary Income and Expenses

Extraordinary items include both unique income and expenses that fall outside of regular operations. The organization recorded extraordinary income of €689 million, which includes funds directed toward handling unexpected challenges, such as COVID-19 relief. On the expense side, €668 million was dedicated to extraordinary costs, covering pandemic responses and other unique project expenditures. This distinction of extraordinary income and expenses provides further clarity on how the organization addresses unexpected needs and strategic initiatives.

Public Company Revenues

11 SUSTAINABLE CITIES AND COMMUNITIES

8 DECENT WORK AND ECONOMIC GROWTH



Revenue is the backbone of Rome Capital’s ability to sustain public services, fund development projects, and support essential infrastructure. This section details the organization’s key revenue sources

- **Tax Revenue:** Nearly €3 billion is sourced from local taxes, which play a crucial role in directly funding municipal projects and essential services. This revenue stream provides a stable base for ongoing operations and community support.
- **Government Transfers:** Totaling €1.376 billion, this category includes funds from the national government, the European Union, and targeted financial aid. These transfers are instrumental in bolstering the city’s budget, allowing for additional resources dedicated to specific areas of need.
- **Public Services Fees:** Revenue from public service fees exceeds €5 billion, generated from critical services such as transportation (ATAC) and waste management (AMA). These fees not only help sustain daily operations but also support continuous improvements in service quality.

Revenue Source	Amount (€)
Tax Revenue	2,932,436,703
Equalization Funds	268,197,227
Transfers and Contributions	1,376,439,132
Public Service Fees	5,147,091,131
- Sales Revenue	33,358,056
- Service Revenue	4,819,337,087
Extraordinary Transfers	See below

Extraordinary Transfers

In addition to regular revenue, Rome Capital received extraordinary transfers designed to meet unique needs. While exact amounts weren’t specified, these transfers include funds related to **COVID-19 relief** and **Next Generation EU** initiatives. These extraordinary funds were allocated to address urgent challenges, like pandemic response, and to support economic recovery efforts, ensuring the city can continue its path toward resilience and growth

1 NO POVERTY



17 PARTNERSHIPS FOR THE GOALS





Public Company Expenditures

Rome Capital's spending is carefully directed toward areas that meet community needs and enhance city services, with a strong emphasis on transportation, environmental sustainability, and cultural development. Here's a breakdown of the primary expenditure areas

- **Transport and Mobility:** Significant investments are made in public transportation, with a focus on enhancing services provided by ATAC. These funds aim to improve transit accessibility, reduce congestion, and create a more efficient transportation system, benefiting residents and visitors alike.
- **Environmental Initiatives:** Rome Capital is dedicated to environmental protection and sustainability, allocating substantial funds to initiatives like waste management, managed by AMA. These efforts reflect the city's commitment to a cleaner, more sustainable urban environment.
- **Culture and Social Programs:** Funding is provided to various cultural institutions, including museums, theaters, and social programs. These investments not only preserve Rome's rich cultural heritage but also contribute to the community's social welfare, supporting programs that foster inclusivity and enhance quality of life.

Expenditure Item	Description/Amount (€)
Investment by Mission	Funds distributed across key city services
- Transport and Infrastructure	High priority (e.g., ATAC improvements)
- Environmental Sustainability	Waste management and green initiatives
- Cultural and Social Programs	Investments in cultural institutions
Public Debt Distribution	€13,241 million in debt
- Bonds	€4,580 million
- Bank Loans	€883 million
- Supplier Debts	€3,577 million



Debt and Financing

Rome Capital uses debt strategically to finance long-term projects that support the city's development. By relying on bonds and bank loans, the city can invest in essential infrastructure and services without depleting its annual revenue. This balanced debt-financing approach ensures that Rome can address current needs while also planning for future growth. The careful management of debt supports ongoing investments in critical areas while preserving fiscal health.



Transparency and External References

To ensure transparency, Rome Capital publishes its full financial statements and auditor reports on the "**Amministrazione Trasparente**" section of its website. This publicly accessible area provides links to consolidated financial documents and auditor opinions, giving citizens a clear view of the organization's financial practices and accountability.



Major Policies



European project :

- Urban innovative Actions (UIA): L'UE finances Rome in the renovation of historic and popular neighborhoods. This project includes the redevelopment of historic buildings to encourage sustainable cultural tourism and reduce the overcrowding of tourist places.
- European Social Fund (ESF) : Rome develops integration projects for vulnerable populations such as migrants and people in difficulty. Initiatives include training programs, employment assistance and educational projects to promote inclusion and fight against poverty.
- Program Horizon 2020 - Heritage Alive: Project focused on the preservation and enhancement of Rome's cultural heritage, using digital technologies such as augmented reality to improve the experience of visitors while ensuring the protection of archeological sites.
- Green deal european → modernization of the public transports and encouraging the use of cycle paths, pedestrian zones and deployment of electric vehicles.

→ Smart city policies :

- The Metropolitan City of Capital Rome is currently working on its strategic plan for sustainable mobility through its adoption of the Sustainable Urban Mobility Plan (SUMP)

→ Green area/waste management/mobility sustainability policies:



- Ecologic transition et durable mobility : project life metro adapt. In 2013, Italy adopted the national law on the development of green urban areas (Law n°10, 14.1.2013) aiming at promoting the green areas for ecosystem services (air quality, hydrological risks, soil protection and cultural dimensions). The law identifies a set of measures including green urban planning and monitoring, support to local-level initiatives, safeguard of trees and tree lines as significant features for landscape, heritage, nature, history and culture.
- Incentive packages to support multimodality → to encourage sustainable travel behavior and establish local public transport as the preferred mode of transportation.
- Designing the urban space to promote active travel modes, PT and environmental "30 zone"
- To reduce private vehicles by implementing a "pollution charge" scheme in the core part of Rome
- Waste Management: Rome continued to address its waste management challenges, particularly as the city faced increasing waste production due to the pandemic. The city worked on improving recycling systems and waste collection efficiency, which had been an ongoing issue in previous years.

Major Policies



→ Educational policies :

10 REDUCED INEQUALITIES



4 QUALITY EDUCATION



- **Access and Inclusivity:** One of the main goals for the local government is to ensure access to quality education for all children, particularly in the face of Rome's social and ethnic diversity. Policies are focused on reducing educational inequality, especially for students from disadvantaged backgrounds, immigrants, or marginalized communities. The city has invested in programs aimed at integrating students with disabilities and providing support for non-Italian students, especially in terms of language acquisition and cultural integration.
- **Integration of Immigrant Students:** Rome's diverse population, which includes a significant number of immigrant families, has led to policies focused on the integration of non-Italian children into the educational system. Local schools are often equipped with additional language support and cultural orientation programs. The city offers programs for students who need assistance with the Italian language, including after-school language classes.
- **School Infrastructure:** Rome has struggled with the maintenance and modernization of its school buildings. The local government has been investing in the renovation and expansion of school facilities to accommodate growing student populations and improve safety. There are also ongoing efforts to equip schools with modern technologies (e.g., smart classrooms, digital tools) to enhance the learning experience. However, the city faces challenges in addressing overcrowding, particularly in schools in more central and suburban areas.
- **Access to Preschool:** Rome has made significant strides in expanding access to early childhood education, with an emphasis on supporting working parents and ensuring that preschool education is affordable and available to all children. The city has invested in expanding the number of publicly funded preschools, particularly in suburban areas where there has been demand for such services. However, waiting lists remain a challenge in some areas, and there is a strong desire to increase capacity.
- **Quality of Early Education:** Rome has focused on ensuring the quality of early childhood education by training educators, adopting modern pedagogical approaches, and integrating services to support children's developmental needs (e.g., social, emotional, and cognitive development).
- **University Access and Support:** The local government provides various forms of support to make higher education more accessible to students from lower-income families, such as scholarships, housing support, and transport subsidies. There are also initiatives aimed at promoting social mobility and reducing the financial barriers to attending university, especially for students from disadvantaged backgrounds.
- **Research and Innovation:** Rome's universities are involved in cutting-edge research in various fields, from the sciences to the humanities. The local government has policies to foster collaboration between universities, businesses, and research centers to promote innovation and economic development in the city. Programs that encourage student entrepreneurship and the commercialization of research findings are a focus in recent years.

Major Policies



→ Educational policies:

- Internationalization: Rome's universities are increasingly seeking to attract international students through scholarships and exchange programs. The city's international profile and cosmopolitan nature make it an attractive destination for students from all over the world. Many of Rome's universities offer programs in English and have built strong networks with other international institutions.



→ Tourism policies:

- World tourism event for UNESCO cities aim → to promote and give visibility to Unesco cities and sites, but also to offer an opportunity for reflection and discussion on tourism policies
- Digital Ticketing: Rome has increasingly moved towards digital ticketing systems for major attractions, which helps streamline access and reduce physical queues at popular sites like the Colosseum, Roman Forum, and Pantheon.
- Promotion of Sustainable Transportation: Rome encourages the use of eco-friendly modes of transport such as electric buses, bicycles, and walking tours. In recent years, the city has expanded its network of bike lanes and promoted the use of shared e-scooters.
- Rome Tourist Tax (City Tax): Tourists visiting Rome are required to pay a city tax, which varies depending on the type of accommodation (hotel, B&B, etc.) and the number of stars. The tax revenue is directed toward improving infrastructure and public services that benefit both residents and tourists.

→ Sport policies:



- "Rome Active" Campaign: An initiative to encourage Romans to adopt a more active lifestyle, featuring organized outdoor fitness classes, free events, and community engagement programs throughout the city's parks and public spaces. The goal is to promote physical activity, particularly for older adults and families.
- Public-Private Partnerships: The city encourages partnerships between public institutions and private enterprises to develop sports facilities. For example, private companies may be asked to sponsor the construction of sports venues or provide maintenance for existing ones in exchange for advertising rights or other benefits.
- Events like "Roma Sport Expo": A major event aimed at promoting sports participation in the city, offering a platform for sports organizations, clubs, and health-related companies to showcase their programs, products, and services to the public.

Major Policies

1 NO POVERTY



5 GENDER EQUALITY



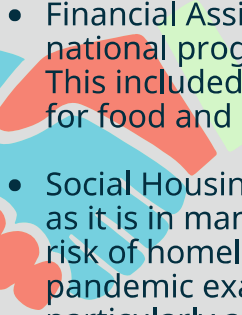
10 REDUCED INEQUALITIES



8 DECENT WORK AND ECONOMIC GROWTH



→ Social policies:

- 
- **Financial Assistance for Families:** Rome's municipal government, in coordination with national programs, implemented measures to support families during the pandemic. This included initiatives like rent subsidies, direct financial assistance, and vouchers for food and essential goods.
 - **Social Housing:** The issue of affordable housing continued to be a challenge in Rome, as it is in many major cities. Policies in 2020 aimed to provide support for people at risk of homelessness, including temporary housing solutions and rent subsidies. The pandemic exacerbated housing instability for many low-income residents, particularly as many people lost their jobs or faced financial uncertainty.
 - **Support for Small Businesses and Workers:** Many small businesses in Rome, particularly in the tourism, hospitality, and retail sectors, faced financial hardships in 2020 due to restrictions and decreased demand. The government rolled out emergency financial relief packages, including grants and tax breaks, to help businesses survive and retain employees. Additionally, workers who lost their jobs or faced reduced hours were eligible for unemployment benefits and income support.

→ Youth and equal opportunities policies :

- **Anti-Discrimination Initiatives:** The city continued its efforts to fight discrimination and promote equality for minority groups, including immigrants, LGBTQ+ communities, and people with disabilities.
- **Support for Immigrants and Refugees:** In line with national policies, Rome offered social services to immigrants and refugees, including legal aid, housing support, and language classes. Efforts were made to provide vulnerable groups with the necessary resources during the pandemic, including access to healthcare and social assistance.
- **Gender Equality Initiatives:** There are specific projects aimed at promoting gender equality, empowering young women in particular. These initiatives often focus on providing career support, addressing gender-based violence, and encouraging leadership in typically male-dominated fields like tech and engineering.
- **Youth Employment Programs:** The city of Rome collaborates with regional and national organizations to create employment opportunities for young people, especially those facing barriers to the labor market, such as graduates or those from disadvantaged backgrounds.
- **Support for Youth Entrepreneurs:** Rome has a vibrant startup ecosystem, and there are various initiatives designed to support young entrepreneurs. Programs like "StartUp Roma" offer financial assistance, mentorship, and networking opportunities for young people interested in launching businesses, particularly in sectors like technology, innovation, and sustainable development.

Major Policies

3 GOOD HEALTH AND WELL-BEING



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



15 LIFE ON LAND



→ Youth and equal opportunities policies :

- **Youth Centers and Social Spaces:** The city has a wide network of youth centers where young people can engage in activities ranging from sports to art and music. These centers often offer free or low-cost access to cultural programs, workshops, and social events.
- **Psychosocial Support and Counseling:** Recognizing the pressures young people face, Rome provides mental health resources through local youth centers, schools, and health services. These initiatives are aimed at addressing stress, anxiety, and depression, which are prevalent among youth, particularly in urban environments.
- **Public Transportation and Mobility:** Rome offers discounts on public transportation for young people, including free or reduced fares for students and apprentices. The city is working on improving mobility options for youth, particularly in more remote or peripheral areas, where access to jobs, education, and culture may be limited.

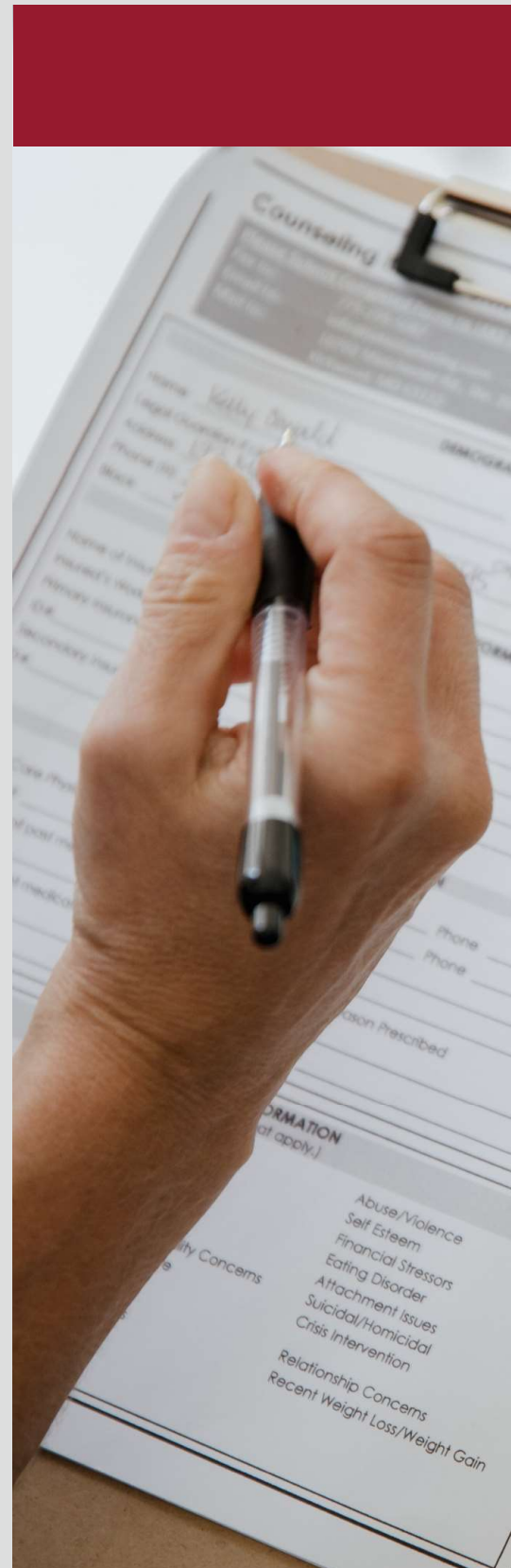
→ Public order and security policies :



- **Polizia di Stato :** The Polizia di Stato, the national police force, is responsible for maintaining law and order in Rome, particularly for criminal investigations, counter-terrorism operations, and general security at key sites like embassies, government buildings, and major public events.
- **Carabinieri:** The Carabinieri is another important national police force that operates alongside the Polizia di Stato. They are responsible for patrolling public areas, handling public order during protests or events, and providing security in both urban and rural areas of Rome.
- **Polizia Locale di Roma Capitale (Rome City Police):** The local police force, under the governance of the city of Rome, plays a key role in maintaining public order within the city, including traffic enforcement, urban safety, anti-vandalism operations, and general policing in residential areas. They also manage the security of public spaces and historic sites, including the Colosseum and the Vatican.
- **Guardia di Finanza:** The Guardia di Finanza, a paramilitary police force, focuses on financial crimes, including tax evasion, smuggling, and money laundering. They also play a role in safeguarding Rome's economic stability by investigating illegal activities related to commerce and business.
- **Zero Tolerance for Crime:** Rome has adopted a "zero tolerance" policy toward certain types of crimes, such as pickpocketing, petty theft, and drug trafficking, particularly in tourist-heavy areas. Increased police presence, random checks, and stricter penalties are part of efforts to deter crime.
- **Counter-Terrorism Coordination:** The Prefecture of Rome (Prefettura di Roma), which represents the national government in the city, coordinates the response to terrorist threats in collaboration with Italy's Intelligence Services, local police, and security agencies. Public spaces and transport hubs are often subject to heightened security measures, especially during high-profile events or anniversaries.

METHODOLOGICAL NOTES

-
- This report on the City of Rome combines quantitative and qualitative data sources to provide a comprehensive overview of Rome's demographic profile, economic activities, infrastructure, and social policies. Each section, outlined below, is sourced from reliable data from official, publicly accessible resources (listed in the following page), ensuring the transparency and accuracy of the information.
-
- Data on city demographics, economic activities, and administration structures is drawn from the official website of Comune di Roma, which provides up-to-date figures on population, income, business registration, and public administration roles.
-
- Reports from ISTAT (Italian National Institute of Statistics), OECD, and other international organizations inform various socio-economic indicators, such as income, life satisfaction, and healthcare metrics.
-
- Detailed information on the city's financial position, tax revenues, and liabilities is sourced from Rome's 2023 financial statement, reviewed on the official municipal website. This includes revenue assessments, liabilities, and debt analyses, offering a view into the city's fiscal health and the efficiency of public fund allocation.
-
- This report was written taking into consideration the 29 criteria for compilation provided by the professors and with the implementation of the six capital framework elaborated based on the IIRC guidelines.



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DISSEMINATION PLAN



→ OBJECTIVES

- Inform Rome's residents, businesses, and stakeholders about the city's current state
- Engage the community and encourage dialogue on civic issues and policies.
- Build trust by demonstrating transparency in governance.
- Reach international audiences to position Rome as a forward-looking city.

→ KEY CHANNELS AND TACTICS

- Publish the full report on the official city website in multiple languages (e.g., Italian, English).
- Create a dedicated landing page with summary sections, data visualizations, and downloadable materials.
- Link the report to the city's open data portal.

→ STAKEHOLDER AND BUSINESS PARTNERSHIPS

- Share targeted summaries of the report with local businesses and potential investors.
- Host an event for businesses and investors to discuss economic opportunities highlighted in the report.
- Partner with universities and research institutes to present findings related to urban development, economics, and social policy.

→ EMAIL NEWSLETTER AND DIGITAL DISTRIBUTION

- Send an email newsletter to all residents subscribed to city updates, summarizing the report's major findings and linking to the full document.

→ KEY AUDIENCES

- Local residents: to improve understanding of city services, civic policies, and financial status.
- Public officials and stakeholders: to promote transparency.
- Local and international businesses: to highlight economic opportunities.
- Tourists and potential visitors: to showcase cultural assets, infrastructure developments.
- Environmental and social organizations: to highlight initiatives in sustainability.

→ SOCIAL MEDIA CAMPAIGN

- Platforms: Twitter, Facebook, Instagram, LinkedIn
- Release an announcement video featuring the Mayor or key officials summarizing the report's findings.
- Create short video clips and infographics highlighting key data points, such as financial health, city projects, and social initiatives.

→ EVALUATION METRICS

- Digital Engagement: Track website downloads, social media reach, and engagement metrics.
- Media Coverage: Measure the number of articles, interviews, and mentions in local and international media.
- Event Attendance and Feedback: Record attendance for public and online meetings.
- Public Sentiment Analysis: Use sentiment analysis tools on social media comments.



Project Timeline



- **Pre-launch**
Finalize materials, schedule social media posts, prepare the press release, and brief key officials.



- **Report Release**
Publish the report on the city website, conduct the press conference, and start the social media campaign.



- **Community Engagement**
Continue social media and email distribution, conduct public meetings, and distribute materials to partners.



- **Wrap-Up and Review**
Collect metrics, assess the campaign's impact, and prepare a summary report on dissemination effectiveness.

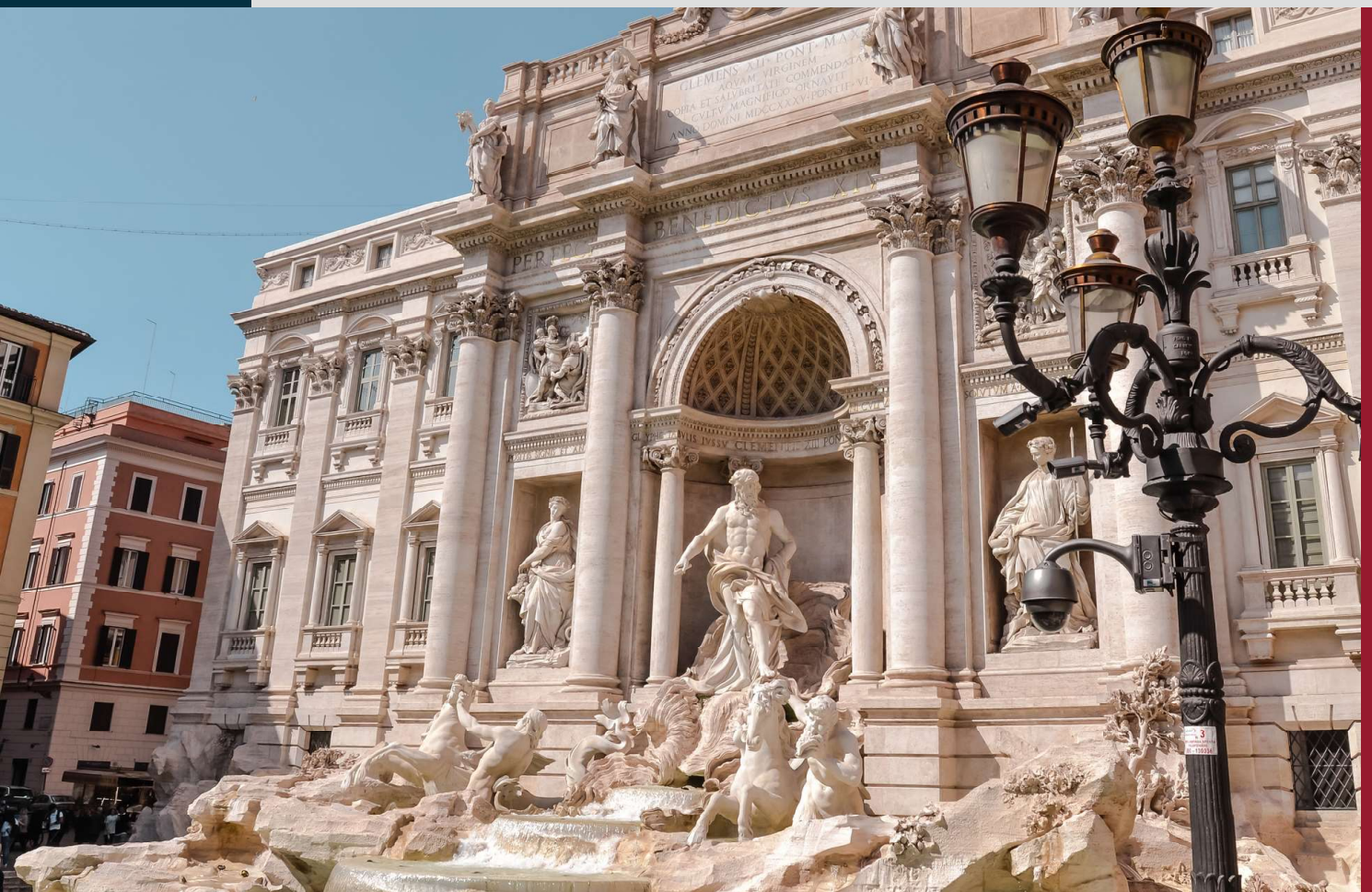
Appendix

→ SUMMARY TABLE FOR THE SUSTAINABLE DEVELOPMENT GOALS (SDGS) THAT ALIGNS EACH GOAL

SDG	Key Initiatives in Report
SDG 1: No Poverty	Financial aid programs and subsidies for low-income residents
SDG 2: Zero Hunger	Social assistance for food security
SDG 3: Good Health	Investments in healthcare and public health initiatives
SDG 4: Quality Education	Educational access and vocational training
SDG 5: Gender Equality	Gender equality initiatives and anti-discrimination policies
SDG 6: Clean Water	Water efficiency and sanitation improvements
SDG 7: Clean Energy	Renewable energy and electric transport
SDG 8: Decent Work	Employment support and youth programs
SDG 9: Innovation	Infrastructure upgrades and smart city projects
SDG 10: Reduced Inequality	Social housing and immigrant integration
SDG 11: Sustainable Cities	Urban mobility, waste reduction, and green spaces
SDG 12: Responsible Use	Waste management and recycling systems
SDG 13: Climate Action	Pollution reduction and eco-friendly transport
SDG 14: Life Below Water	Conservation of marine areas
SDG 15: Life on Land	Biodiversity protection and green spaces
SDG 16: Peace & Justice	Public security and governance transparency
SDG 17: Partnerships	Collaborations and EU-funded projects

→ THIS TABLE CLARIFIES HOW EACH SECTION OF THE REPORT SUPPORTS THE SIX CAPITALS

Capital	Example Initiatives
Financial Capital	Tax revenues, debt distribution, public service fees
Manufactured Capital	Public transportation, waste facilities, infrastructure investments
Intellectual Capital	Educational institutions, smart city policies, innovation programs
Human Capital	Healthcare programs, educational access, job training
Social and Relationship	Community partnerships, tourism policies, cultural heritage programs
Natural Capital	Environmental initiatives, green areas, conservation projects



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