



CLUDS

COMMERCIAL LOCAL URBAN DISTRICTS

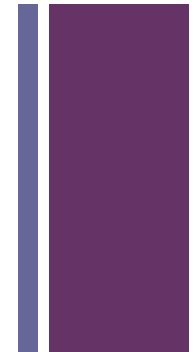


Public Policy and Public-Private Partnership

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NEU Boston 10/25-27/2011



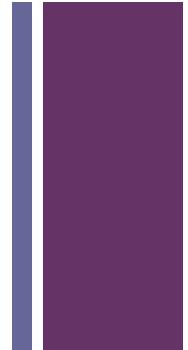
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+ Research aim

The aim of my research is to deep, especially at Northeastern University, what is the role of PPP within policies and what could be its contribute for the implementation of Greenpolicies to arrive not just to a mere definition of Greenport but also to its concrete implementation.

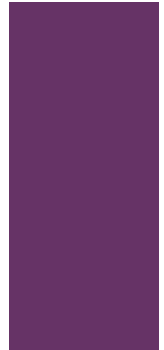




Public-Private Partnership

Outline

- Definitions
- PPP possible meanings
- PPP possible families
- Theoretical Aspects
- PPP Practice and Management (next step)
- PPP Evaluation and Indicators (next step)



+ Partnership Definition

■ partnership | 'pärtnər, sh ip |

noun

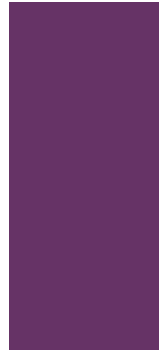
the state of being a partner or partners : *we should go on working together in partnership.*

- an association of two or more people as partners : *an increase in partnerships with housing associations.*
- a business or firm owned and run by two or more partners.
- a position as one of the partners in a business or firm.

Oxford Dictionary



Partnership Definitions



- Cooperation between people or organization in the public or private sector for mutual benefit (see Holland 1984)
- any action which relies on the agreement of actors in the public and private sectors and which also contributes in some way to improving the urban economy and the quality of life (Harding 1990)
- in urban regeneration : the mobilisation of a coalition of interests drawn from more than one sector in order to prepare and oversee an agreed strategy for regeneration of a defined area (Bailey 1994);
- from an economic development perspective:
- a scheme with involvement or funding from more than one agency (Sellgrenn 1990)

rfr. S. Osborne 2000



Partnership Meanings

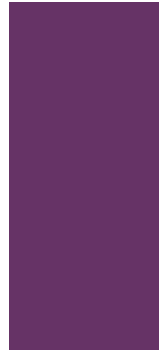
Possible Meanings of PP Partnership

- PPP as management Reform
- PPP as problem conversion
- PPP as a moral regeneration
- PPP as a risk shifting
- PPP as a restructuring public service
- PPP as power sharing

rfr. S.H. LINDER 1999



5 possible PPP Families (Hodge and Greve 2007)








- Institutional co-operation for joint production and risk sharing (such as the Netherlands Port Authority).
- Long-term infrastructure contracts (LTICs), which emphasise tight specification of outputs in long-term legal contracts (as exemplified in UK Private Finance Initiative projects).
- Public policy networks (in which loose stakeholder relationships are emphasised).
- Civil society and community development.
- Urban renewal and downtown economic development (and where in the USA a portfolio of local economic development and urban re-growth measures are pursued).

+ Partnership

Parameters to identify the type of partnership (S.O. Osborne 1999)

Table 1.1 Components of partnerships

<i>Range/examples</i>	<i>Components</i>	<i>Range/examples</i>
 Purpose Exogenous (external resources) Employment creation Single project Strategic	Focus Aims Range of activities Level	Endogenous (internal resources) Employment redistribution Long-term programme Programme cooperation or one-off project collaboration
 Who is involved Public agencies Formal (legal contracts—general agreements) Top-down Unequal power	Range of actors Structure Process of mobilization Power relationships	Private, voluntary, 'third sector' Informal (overlapping networks) Bottom-up 'Fair' power relationships
 When Pre-development/ development Close partnership	Phase/stage Decision points	Operation Continue partnership
 Where Geographical area (e.g. small urban area)	Area/group	Client group (e.g. young unemployed in the region)
 How Stand-alone partnership organization	Implementation mechanisms	Agreements influencing existing services

+ PPP Potential Advantages and Disadvantages (S.P. Osborne 1999)

■ Advantages:

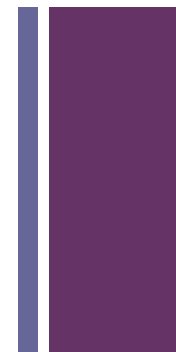
- Resources
- Effectiveness and Efficiency
- Legitimacy

■ Disadvantages

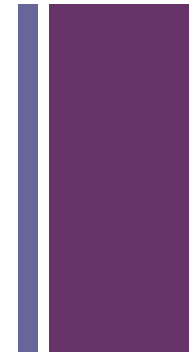
- Unclear Goals
- Resources costs
- Unequal Power
- Cliques usurping power
- Impacts on other services
- Organizational difficulties
- differences in among partners

+ Calabria Regional Law Proposal n.220 Centri Commerciali Naturali (CCN)

- Principles and Objectives
- Definitions
- Aims and Advantages
- Final Dispositions



+ Principles and Objectives



- *Encourage aggregation processes of neighborhood businesses*
- *Support a common development policy and territorial promotion*
- *Preserve and Revitalize Urban Areas*
- *Facilitate the attractiveness of business and tourism within settlements*

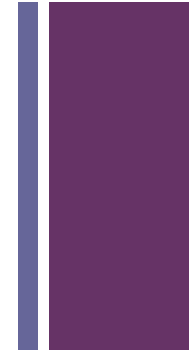
+ Definitions

- *CCN: The aggregation of neighborhood businesses, medium-sales organizations, public exercises of food and beverages, crafts, tourism and services, developed spontaneously in urban areas, using its own autonomous organizational structure, which arises subject of a single integrated offering, to help demand growth, to customize their service and loyalty to consumers and to create a common development and promotion of concerned territory*

+ Definitions

- *Urban Areas: “hold town centers, neighborhood areas, even peripherals , surroundings and localities, characterized by identity, social, cultural, territorial and local features, and however characterized by an established integration between housing function and commercial enterprises diffusion, crafts serving food and drinks, and tourist services which primarily offer a neighborhood service*

+ Definitions



We can distinguish between two CCN typologies:

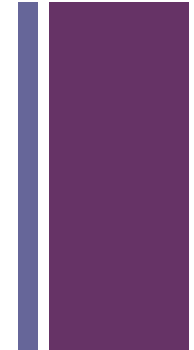
1. **THEMATIC**

firms (companies or businesses) mainly offering the same kind of goods to an extent comparable to 70% of members (associated)

1. **TERRITORIAL**

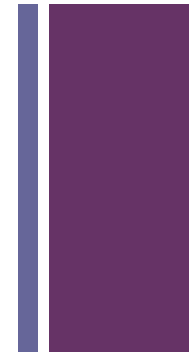
firms which propose a goods offer that represents the 40% of those present within an area.

+ Aims



- a) Organize and propose a local system of integrated supply, manufacturing, commercial and tourist, articulated with the participation of the different expressions of urban economy;
- b) Create and promote a brand identification that group under a common image traders, handicraft and tourism;
- c) Promote the dissemination of applied research programs and innovation in favor of member companies;
- d) Create joint programs for business and tourism promotion;
- e) Ensure the supply of services to associated members

+ Advantages



- a) Organize and propose a structured local commercial supply, integrated and functional, in addition to residents and tourists gravitating in the area ;
- b) Have greater bargaining power within the business processes;
- c) Enhance city center area and all productive activities, trade and cultural;
- d) Increase the overall quality of the area, its resources and its potential;
- e) Riqualfify urban furniture (urban design);

+ Advantages

- a) **Link operators**, put and bring together different types of economical operators of an area from trade sector to catering and complementary sector, from tourists accommodation to transportation, from qualitative agriculture to traditional crafts;
- b) **Promote and organize** cultural events, conferences, debates, seminars and various training activities for trade operators;
- c) **Benefit from promotional initiatives** promoted by Region and financial incentives respect EU, National and Local foundations.
- d) **Benefit from economies of scale** to purchase materials and equipments and/or services for the ordinary management of its own activities;
- e) **Create and promote an ID area brand**, which marks under a single image, traders, handicrafts, and tourism operators;
- f) **Create a system of customer loyalty**;
- g) **Provide for agreements** with real estate projects of any functional conversion of unused buildings;



THANK YOU

