



**June 5th 2012**

**Siena  
Palazzo del Governo  
Piazza Duomo 18**



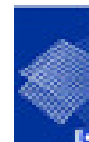
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**CONFCOMMERCIO**



Provincia di Siena



**Camera di Commercio  
Siena**

# Cat Confcommercio Siena srl

- Service Center for retail enterprises
- Legal form: Ltd company
- Members: Companies affiliated to Confcommercio Siena
- Year of Birth: 2000

Cat Confcommercio Siena is works on:

- Business start up
- Service and Support to the creation of innovative firms
- Facilitation, assistance and support to the birth and development of Natural Shopping Centres (CCNs)



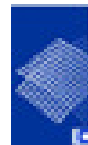
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# Cat Confcommercio Siena srl

- The objectives of CATs were established by Legislative Decree Bersani 114/98, that introduced the first provisions on liberalization of retail activities. The decree provided for the establishment of technical tools of enactment of the associations, which could support businesses during the transition from the traditional market to the free market.
- The Region Toscana established certain criteria to operate as a Service Centre:
  - Have at least two branches operating throughout the province
  - Carry out technical assistance to businesses
  - Have a regional authorization



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# Cat Confcommercio Siena *and CCNs*

In the first phase:

- ✓ CAT has worked to raise awareness among traders and small businesses about all the benefits of the combination of natural urban malls in town centers as to develop appropriate strategies for the promotion and enhancement of such economic systems.

In the second phase

- ✓ CAT supports existing CCNs
  - ✓ In the design of organizational and promotional plans;
  - ✓ in access to credit lines and not reserved to the bcc
  - ✓ Under the coordination of regional strategic plans (eg project Terre di Siena Card)



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# CCNs in the Province of Siena

The Province of Siena, has a total of 36 municipalities spread over 3820 sq kms.

There are 16 CCNs, 9 in full swing, 2 in the growth phase, 5 quiescent.

Over 1500 companies voluntarily adhere to the programs of the CCNs.

CCNs are usually unincorporated associations, except Siena, that is in the form of Consortium.

Members are: SMEs operating in the CCN who voluntarily participate, retailers' association, in some cases even the local council.

They all work in close cooperation with the municipal administration of the area they operate in.

Their relationship with CATs is very close relationship but not mandatory;

Each CCN has a large degree of autonomy: some of them have CATs on their boards, others are turns to CAT for consulting services and assistance and for their coordinating role of policies at provincial level.



# CCNs in the Province of Siena

## Role of the CCN:

Their function in a word is to aggregate the economic, social and cultural needs of a territory using different methods, according to local and regional strategy.

## Tasks of the CCN:

- organize events;
- plan promotion initiatives;
- set up integrated communication plans designed to raise awareness and give value to the initiatives undertaken;

Through membership fees or with contributions linked to events/activities.



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L'UNIONCOMMERCIO



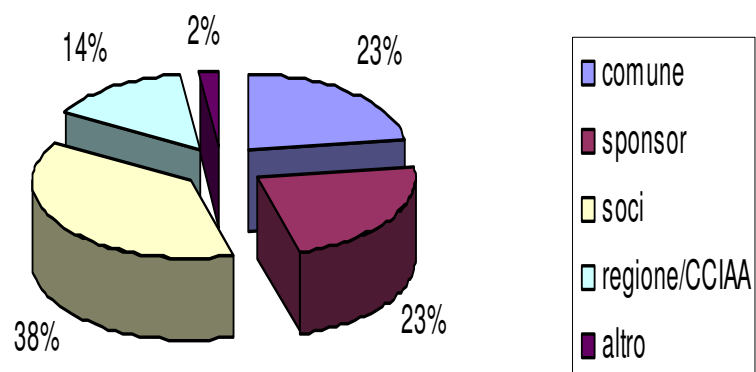
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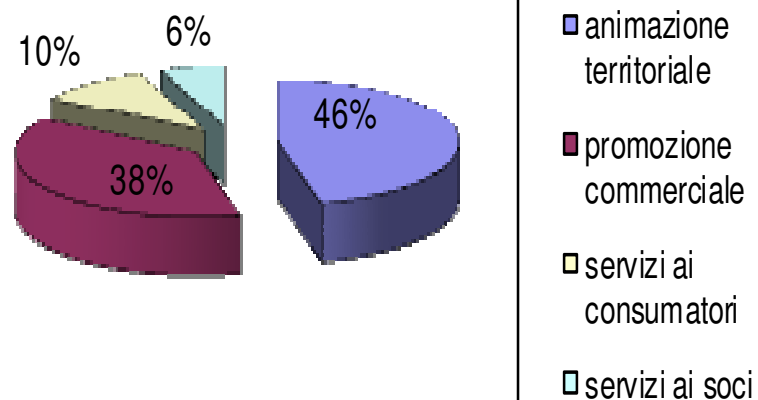
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# CCNs in the Province of Siena

## Sources of funding



## expenses



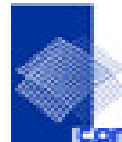
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# Project Terre di Siena Card

*An example of CAT and CCNs joint work*

CATs, on behalf of the Province of Siena, coordinated a multi-use card valid for the whole province.

The card may enable:

- ✓ Payment system for parking and local transport,
- ✓ Access arrangement in spas and museums
- ✓ System of loyalty points or direct discount depending on whether the cardholder is a resident or a tourist

The pilot project has been implemented in some CCNs and tourist facilities that meet the specifics of the Valued Guests protocol.

Currently the first phase is concluded and they are evaluating the possibility of introducing new systems and advanced technology card.



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