
PADOVA SOFT CITY

PADOVA: SMART CITY FOR ENTERPRISES



www.padovasoftcity.it

WHAT?



Padova Soft City is a project promoted by Associazione Soft City Padova, in collaboration with Camera di Commercio, Confindustria Padova, Comune di Padova and Università degli Studi di Padova.

The project is born to value an area that represents the epicentre of the North-East innovative and technologic tertiary.

HOW?



- Padova Smart City wants to be the result of a wider view on the evolution of the concepts of **CITY** and **COMMUNITY**.
- **Keywords:** TEAM, COMMUNITY INFLUENCE and SHARING
- Improve the **quality life** of citizens and enterprises: transport, mobility, safety, healthcare;
- Boost the **competitiveness** and **attractiveness** of the area.

SOFT CITY = SILICON VALLEY?



The **PURPOSE** is to affirm:

- The identity of the territory as a **focal point** for innovative services;
- The **brand SOFT CITY**, acting on communication, events, information;
- The promotion of enterprises in the **marketplace**;
- Mutual knowledge to facilitate **aggregation** and **buisness sharing**.



WHERE?

The area where Padova Soft City will develop is the area between the railway station and the south industrial area.

WHY?



The Padova Soft City project is born with the aim of influencing:

- The **INNOVATION** ability;
- The **QUALITY** of products and services;
- The ability to attract **COMPETENCE** and **INVESTMENTS**.

Where must the project intervene?

- **Buisness** community
- **Infrastructures** and **Environment**
- **Communication** and **Digital**

TO WHOM?



- Telecommunications
 - Informatic technologies and services
- Communication, digital and marketing
 - Human Resource Management
 - Radio and Television

PADOVA SOFT CITY COMPETITION



INTERNATIONAL IDEAS COMPETITION TO ENHANCE
COMPETITIVENESS AND SUSTAINABLE ATTRACTIVENESS
OF PADOVA SOFT CITY

- <http://www.pd.camcom.it/uffici/progetti-speciali-e-comunitari/mirabilia/soft-city.html>