

Smart City strategy - Rome

The Roman context

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Rome is undergoing a profound transformation that spans every aspect of urban life — a collective effort to shape a new model of innovative, inclusive, and sustainable urban development.

Rome in numbers:



One of the top three cities in the European Union by size and population.

With an area of approximately **1,300 square kilometers**, the city of Rome welcomes around **4.5 million daily users**, making it one of the largest and most dynamic urban systems in Europe.



A leading economic and innovation hub in Italy and Europe

Rome is Italy's leading city for business, with nearly **500,000 registered enterprises**. It is home to **20% of the country's startups** — 1,667 innovative companies that power a vibrant entrepreneurial scene — and **ranks first for women-led businesses**, highlighting its energy, diversity, and growing role as a major economic hub.

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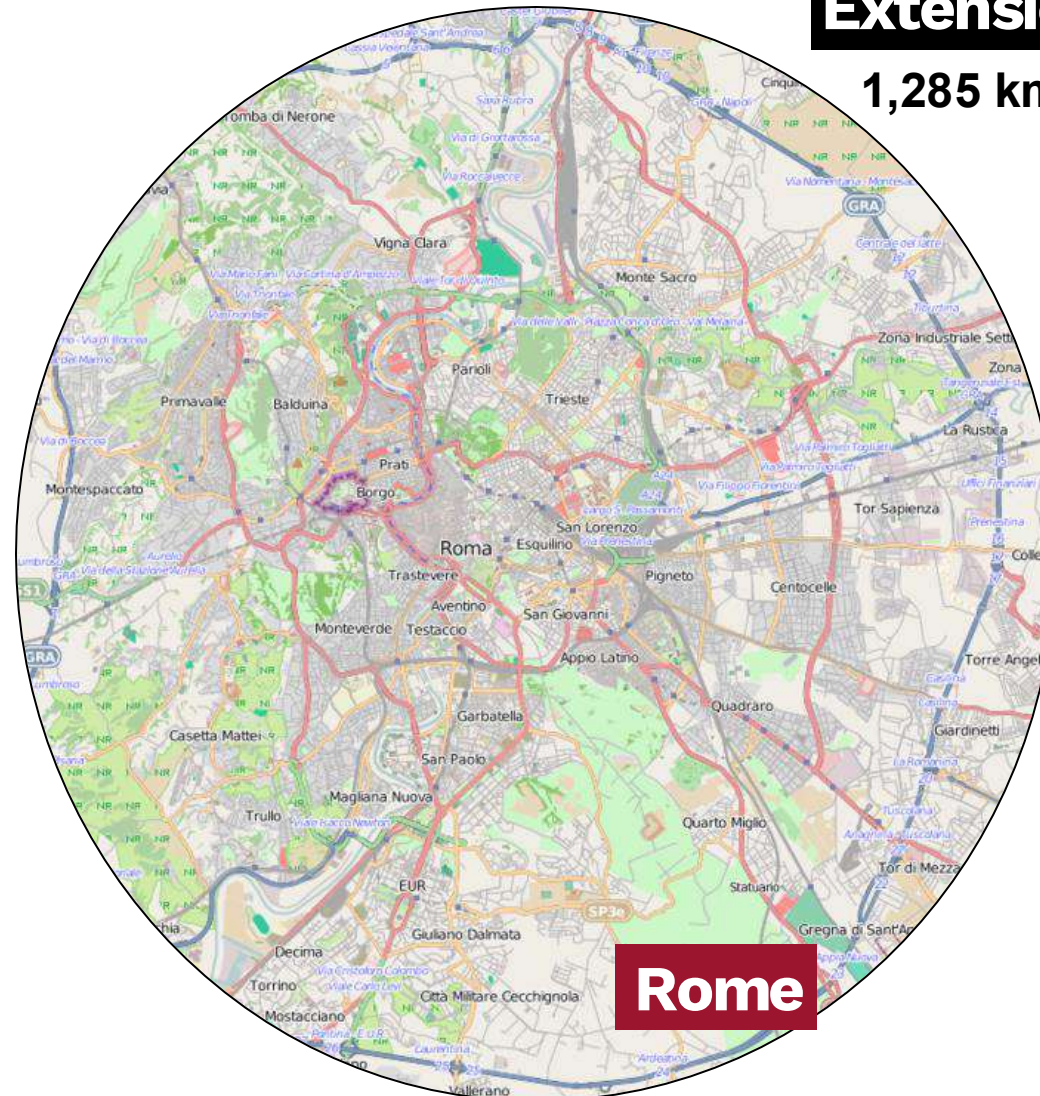


How big is Rome?



Extension

1,285 km



Rome

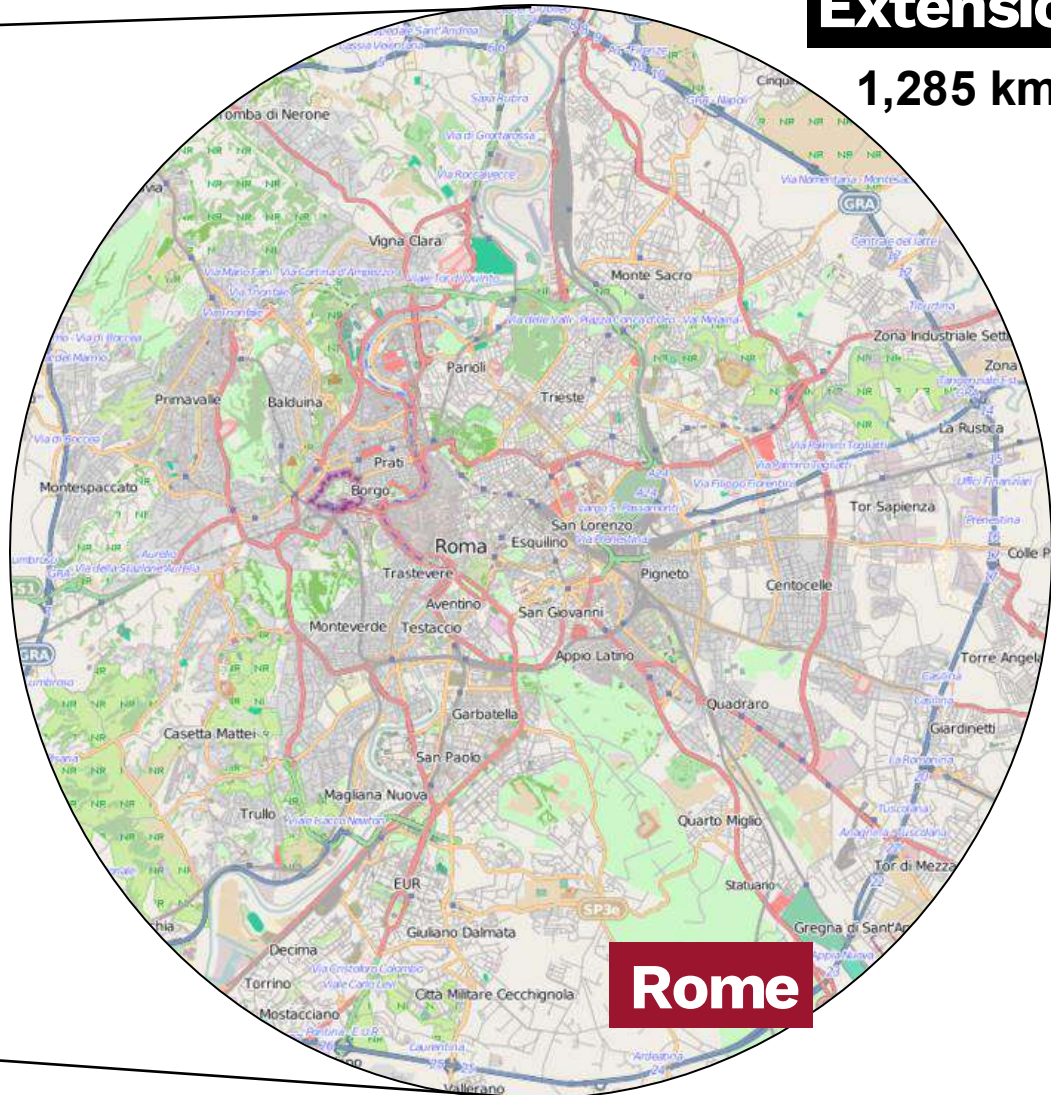
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How big is Rome?



Extension

1,285 km



Rome

ROMA

The Roman context



Demographic

Approximately **4.5 million daily users** pass through the city of Rome which covers an area of about **1.300 sqkm**

2,8 mln Number of residents

Up to **1 mln** Commuters

Up to **1 mln** Tourists

Economy

1st

in Italy for **the number of businesses**, Rome boasts 498.772 registered enterprises, reinforcing its position as a leading economic hub

20%

of Italy's **startups** are based in Rome, totaling 1,667 innovative companies that fuel the city's dynamic entrepreneurial ecosystem

1st

For **companies led by women**, Rome holds the highest number in Italy, reflecting the city's dynamic environment for female entrepreneurship

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Our activities

Rome is home to centers of excellence that the entire world looks at, admires, and visits. In this vibrant city, innovation thrives alongside tradition, creating a unique blend where the future is shaped by centuries of history and culture.

Rome diamonds



Tourism and Hospitality

Rome is one of the world's leading tourist destinations, with over 15 million visitors each year. This sector employs tens of thousands in hotels, restaurants, and services



Cinema and Film Industry

Rome is a significant hub for the film industry, hosting numerous international film festivals like the Rome Film Festival and serving as a prime location for movie production



Government and NGOs

Rome hosts the main public and civic players. In addition to government agencies, it is home to UN agencies such as FAO and WFP, as well as embassies and headquarters of NGOs.



Information Technology (IT)

Rome has a growing IT and tech ecosystem. The city has seen an increase in investments in tech, with the Lazio region being one of the largest for digital innovation in Italy



Space Sector

Rome plays a pivotal role in Italy's space industry, with several key institutions like the Italian Space Agency (ASI) and major aerospace companies based in the city



Pharmaceutical

The pharmaceutical sector in Rome is a key player in Italy's healthcare and biotechnology industries. The city hosts several major pharmaceutical companies and research centers.

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Assessorato alle Attività Produttive e alle Opportunità di Roma Capitale

A model for digitalization



The foundation

Our AI strategy builds on three layers:

Data management

Digital infrastructure

Artificial intelligence

The first layer

Everything begins with **data**

Data is the language through which a city understands itself.



Data management

Digital infrastructure

Artificial intelligence

Roma Data Platform

We have advanced a unique platform that host all data about the city. RDP stresses:

**Data
ownership**

**We have collected all data
owned by Roma Capitale**

**Data
cleaning**

**We have standardized and
clean the different sources**

**Data
sharing**

**We have share data
between Departments**

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Data management

Digital infrastructure

Artificial intelligence



The second layer

Step 2 is **digital infrastructure**

Without connections, there is no digital service



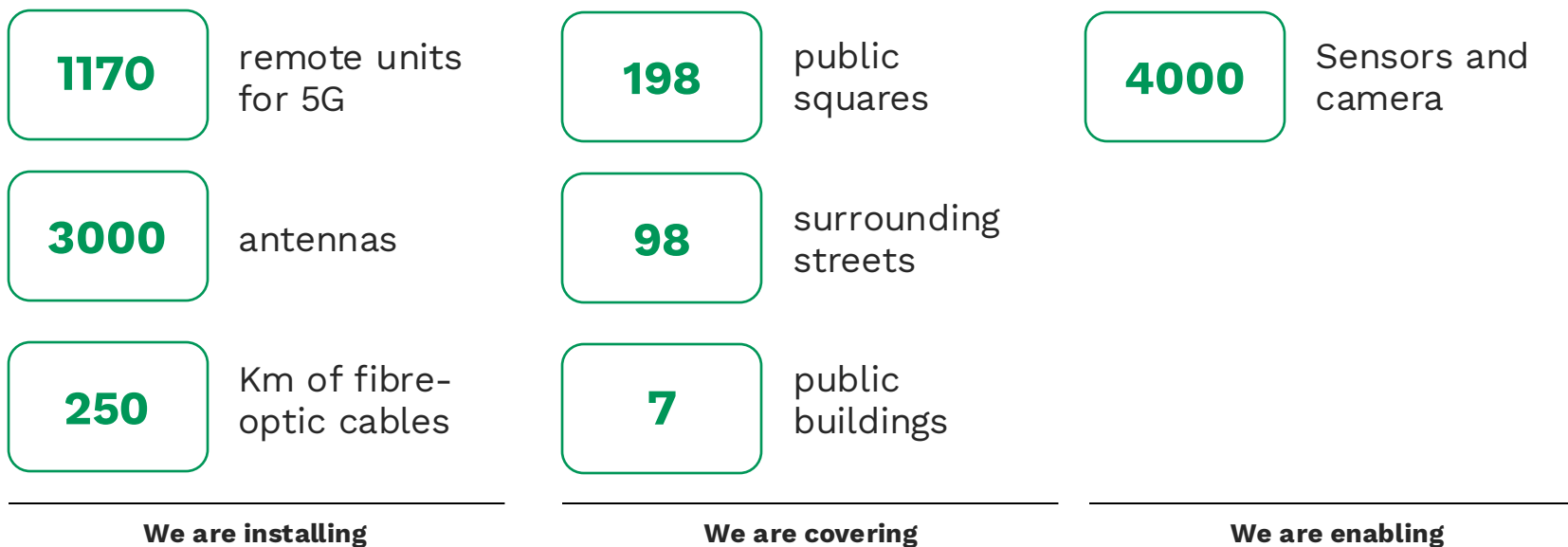
Data management

Digital infrastructure

Artificial intelligence

Roma 5G

Rome is expanding 5G coverage across the city and providing free public Wi-Fi for city users



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The third layer

Step 3 is **Artificial intelligence**

AI empowers cities to act before they react



Data management

Digital infrastructure

Artificial intelligence

Vertical supports

Reflect how AI can make a city not just smarter — but more livable

Mobility

Mobility control hub

we optimize traffic and public transport in real time

Waste

UCRONIA Control room

we optimize collection routes and resource use

Security

Central security room

coordinate actions across the city and agents

Tourism

Julia

we personalize visitor and city users' experiences

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A real test: the Jubilee

During the Jubilee we have tested the system with important results

Data management

Digital infrastructure

Artificial intelligence

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CTE Roma model

Our model



Entrepreneurs

We support entrepreneurs and aspiring business owners by guiding them in defining their ideas and starting their own businesses.



Creating businesses that make a difference

SMEs

We support SMEs in meeting their technology needs by helping them utilize existing patents and create new ones.



Reinforcing bottom-up innovation.

Startups

We support startups in entering the market while enhancing their technical and entrepreneurial skills.



Let the existing business thrive.

Corporates

We collaborate with leading international corporations to shape a new vision for the city and promote joint projects



Blooming the innovation ecosystem



TRANSFORMING BUSINESS INNOVATION INTO SUSTAINABLE SOLUTIONS FOR THE CITY.

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Rome leading on innovation

We had the opportunity to test the role that Rome can play in the innovation ecosystem. Over the past three years, we have launched activities and realized that the role of Public Administration is to guide stakeholders towards the common good, while also providing concrete support to help them deliver new services for the city. Therefore, we offer firms:

- ◆ **Help enterprises develop and implement innovation.**
- ◆ **Strengthen collaboration between universities and businesses.**
- ◆ **Empower citizens to confidently use digital tools.**