

International Conference on
Entrepreneurship and Economic Development
in Distressed Urban Areas

Rome, 7-8 October 2003

**Palazzo del Campidoglio, Sala della Protomoteca, Piazza del
Campidoglio 1, 00186 Roma**

**Organised by the OECD LEED Programme (Forum of Cities and
Regions and Forum on Social Innovations) and the City of Rome
with the technical support of Risorse per Roma and financial
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Social Affairs.**

Rationale

Building competitive and sustainable cities means linking economic performance with social cohesion. It is therefore important not just to create competitive territories but also to reduce internal disparities inside the same territory. Today, many parts of cities and metropolitan areas do not share in the creation of wealth and well-being for individuals and communities. In many cases they are not attractive enough for private investors, in spite of efforts made over many years by public policies targeting these areas. The stimulation of entrepreneurship through the formation and development of new commercial businesses and social enterprises can play a key role in employing underused resources in the distressed areas of our urban areas.

This international conference aims:

- To review current policies and practices in OECD Member countries for fostering enterprise creation and development in distressed urban areas.
- To present the strengths and weakness of the different policies employed and understand the critical success factors and obstacles to overcome.
- To debate the role of city development agencies in stimulating entrepreneurship in distressed urban areas.

The overall aim of the conference is to raise awareness of the special problems of encouraging entrepreneurship in distressed urban areas and to analyse the strengths and weaknesses of the solutions currently being adopted at city level in OECD Member countries.

First Day: October 7 2003

9:00 - 9:30 Registration

Introduction

9:30 **Welcome address and challenges for Rome**, by Prof. Marco Causi, Deputy Mayor (Treasury), City of Rome

9:45 **Trends and policies in the OECD** by Sergio Arzeni, Head of the OECD LEED Programme

Zones and area-based instruments for entrepreneurship

Chair: Luca Lo Bianco, Manager, Economic Development, City of Rome

10:00 **The importance of integrated special zones initiatives**, by Luigi Nieri, Deputy Mayor (Neighbourhood Policies, Local Development and Employment), City of Rome

10:10 **What policies for special zones in USA?** by Prof. Rod Shrader, University of Illinois at Chicago, USA

10:30 **What policies for special zones in Europe?** by Prof. Leo Van Den Berg, Erasmus University, Rotterdam, Netherlands

10:50 **Debate**

11: 15 **Coffee break**

Social enterprises

Chair: Antonella Noya, Administrator OECD LEED Programme

11.45 **The importance of social enterprises in distressed urban areas**, by Antonella Noya, OECD

11.55 **What policies for social enterprises in North America?** by Robert Giloth, Annie E Casey Foundation, USA

12.15 **What policies for social enterprises in Europe?** by Andrew Carter, The Smart Company, UK

12.35 **Debate**

13.00 **Lunch**

Financing entrepreneurship

Chair: Jonathan Potter, Administrator, OECD LEED Programme

- 14.30 **The importance of entrepreneurship finance in distressed urban areas**, by Jonathan Potter, OECD
- 14.40 **What policies for financing entrepreneurs in North America?** by Diane Lupke, Lupke Associates, USA
- 15.00 **What policies for financing entrepreneurs in Europe?** Prof. Rudy Aernoudt, Brussels University, Belgium
- 15:20 **Debate**
- 15:45 **Coffee break**

Advice, training and mentoring for entrepreneurs

Chair: Andy Westwood, Work Foundation, UK

- 16:15 **The importance of advice, training and mentoring in distressed urban areas**, by Andy Westwood, Work Foundation, UK
- 16:25 **What policies for advice, training and mentoring in North America?** by Brian Dabson, President of the OECD/LEED Forum of Social Innovations (and Corporation for Enterprise Development, USA)
- 16:50 **What policies for advice, training and mentoring in Europe?** by David Grayson, Principal, the BLU and Director, Business in the Community, UK
- 17:10 **Debate**
- 18:00 End of the day

Second Day: 8 October 2003

City experiences in stimulating entrepreneurship in distressed areas

Chair: Greg Clark, President of the OECD/LEED Forum of Cities and Regions (and London Development Agency, UK)

- 9: 00 **Amsterdam, Netherlands**, Marilou Keller, STEW
- 9: 20 **London, UK**, Peter Thackwray, Greater London Enterprise and One London
- 9: 40 **Rome, Italy**, Umberto Mosso, Risorse per Roma
- 10: 00 **Debate**
- 10:30 **Coffee break**
- 11: 00 **Boston, USA**, Steve Adams, Pioneer Institute for Public Policy Research
- 11:20 **Toronto, Canada**, George Wheeler, Manager, Small Business, City of Toronto
- 11:40 **Santo André, Greater Sao Paulo, Brazil**, Jeroen Klink, City of Santo André
- 12:00 **Debate**
- 12:30 **Conclusions from development agency experiences**, by Greg Clark, President of the OECD/LEED Forum of Cities and Regions (and London Development Agency, UK)
- 12:45 **Lunch**
- 14:10 **Round table on economic development and combating poverty**
- Chaired by Prof. Franco La Torre (ECOMED, Italy). With contributions from Brian Dabson (President of the OECD/LEED Forum on Social Innovations), Greg Clark (President of the OECD/LEED Forum of Cities and Regions), Marco Zupi (Vice Director, CESPI, Centre for International Political Studies, Italy) , a representative from URB-AL programme "Figthing urban poverty" and other selected speakers
- 15: 40 **Concluding statement from OECD**, by Sergio Arzeni, Head OECD LEED Programme
- 15.45 **Next steps**, Luca Lo Bianco, Manager, Economic Development, City of Rome
- 16:00 **Conference conclusions** by Prof. Marco Causi, Deputy Mayor (Treasury), City of Rome
- 16:15 **Close of the conference**