

.Innovazione PA

The digital Public Administration



The editorial path of **InnovazionePA (.PA)** continues successfully, discovering local and central Italian Public Administration and its processes of digital transformation.

Innovazione PA entrusts managers, administrators, mayors, researchers, enterprises and entrepreneurs, scientists and communication operators with the report of a country that wants to resolutely pursue the goal of digital transformation, thanks to witnesses and experiences that contribute to the economic growth of the country, to a greater transparency of administrative processes and to a greater efficiency in public services' supply.

In 2022 **Innovazione PA** offers an editorial plan that cannot help but face the PNRR ("Piano Nazionale di Ripresa e Resilienza", the National Recovery and Resilience Plan) launched by the Government and approved by European Community.

A unique and extraordinary opportunity that will see overall investments of over 240 billions, 40 of which will be allocated for the digitalization of the country and of the central and local Public Administration.

The Plan is combined with a series of important reforms (63), such as Justice Reform, Public Administration Reform with the aim to

simplify procedures in order to offer appropriate public goods and services to citizens and enterprises.

PNRR is also the greatest and most qualified opportunity for ICT and Digital companies and enterprises to pair with Public Administration in the digital transformation process.

One of the new editorial sections, the "10 e lode" column, with the best innovation start ups that conquered also international markets. Some of the editorial topics will also be discussed during new episodes of "**L'Officina delle Idee**".

Events of Innovazione PA

- **Artificial Intelligence and Diagnostics**
 February 8th 2022
- **The new Telemedicine:** from assistance to the sick to the training of health workers.
 The House of Community and taking charge of the person.
 May 11th 2022
- **Robotics** in the hospital system with specific reference to surgery.
 July 6th 2022
- **Urban Mobility Conference: the new urban mobility between multi-modality and electric transition.**
 April 7th 2022

2022 publishing plan

nr 43 available from March 2022

- **National Strategic Pole:** it will house all strategic data and services of PA.
- **Launch of Public Private Partnership** for infrastructure management.
- **Urban micro-mobility and soft mobility:** the new public transportation, the changes to traffic rules
- **One Health:** AI for radiology and diagnostics.
- **How does the city change,** the value of public places, suburbs rehabilitation, the value of proximity and, therefore, of logistics and mobility.
- **Digital transition:** plans, projects and technologies after COP 26 to mitigate the effects of climate change.

nr 44 available from May 10th 2022

- **Cloud Italia qualified strategy** – Migration of all Public Administrations.
- **One Health:** telemedicine, digital therapy, connected care and home care.
- **Transition of the car to electric.**
- **High-speed networks, 5G ultra broadband.**
- **Reform of Purchase process:** IT, ICT and Digital for PA.

nr 45 available from June 10th 2022

- **Costitution of National Digital Data Platform:** interoperation of information systems and data base of PA and public service managing authorities.
- **One Health:** human center design. 85% of pharma companies believes patient centricity will represent the future of business.
- **Adaptive security and its operation levels.** Considering the wide amount of sensitive and not sensitive information that PA manage, it is important that they can develop proactive and dynamic strategies to face constantly evolving threats.
- **The smart parking** and intermodality systems.
- **Standard digital knowledge:** reskilling and upskilling, the investments for development of digital proficiency of public employees and also of citizens, in particular those categories in danger of digital divide, with the birth of Digital Civil Service.

nr 46 available from August 10th 2022

- **One Health:** robotics in the operating room.
- **Data analytics** in the PA at the service of citizens and organizations.
- **Mobility as a service (Maas)** in cities with the aim to digitalize local transportation.
- **Intelligent road illumination** with video cameras and sensors that lessens when there is no object nearby and collects information about traffic, public security and air quality.
- **Smart Working/Agile Work:** technologies and solutions for smart working, that is now regulated for PA.

nr 47 available from October 10th 2022

- **One Health:** genomics, the research of context of precision medicine.
- **The intelligent road** that monitors weather forecast, road condition and the use of pavement by sharing information with drivers and people in charge of traffic control.
- **Open source** for the digital transformation of PA.
- **Smart Cities:** Social Innovation, Social Housing and Senior Housing.
- **Qualifying platforms** pagoPA, IO, SPID, CIE.
- **Tecnology that hurts.**

nr 48 available from December 10th 2022

- **One Health:** the technological and application infrastructure of the Ministry of health and the data creation and analysis of the New Health Information System (Nuovo Sistema Informativo Sanitario, NSIS) and of a predictive model to pledge the essential assistance levels (LEA) and health monitoring and surveillance.
- **Smart fleets,** police and firefighter vehicles, as well as vans for private delivery, taxis and trains that share their position, monitor their drivers and detect signs of wear on engine, breaks and tires.
- **Collection, disposal, composting, recycling:** how can technologies face and in some cases solve the memorable criticality of the huge waste production in our country.
- **Italian school** according to the Agnelli foundation.



Periodicity bimonthly

Release date end of second reference month

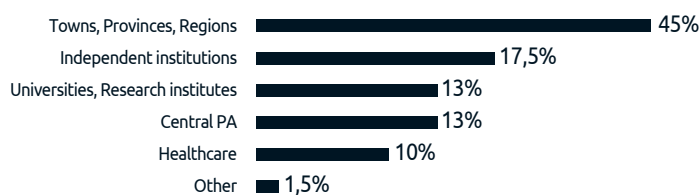
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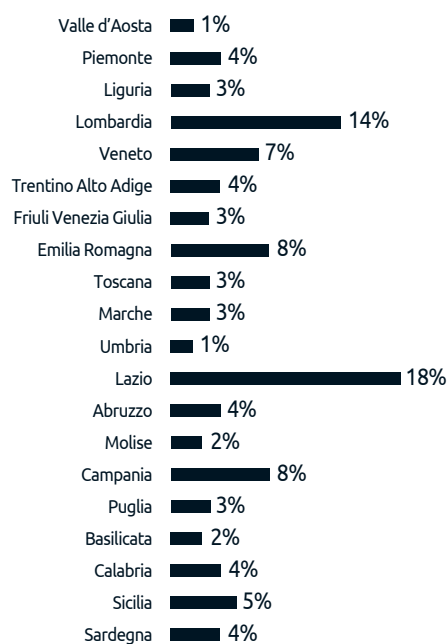
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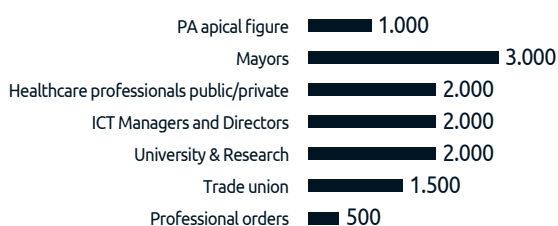
Market sector



Geographical distribution



Target



Format mm 230 x 280

Packaging staple

Printing material .Pdf file in high resolution

Advertising

Costs

Typology € + VAT

Full page	2.500,00
Half page	1.800,00

Cover positions

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Inside back cover	3.300,00
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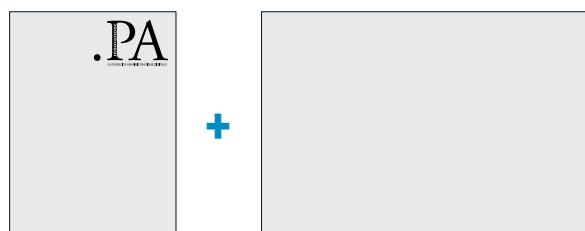
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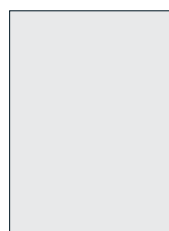
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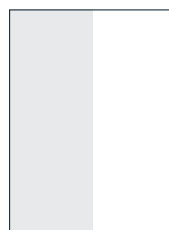
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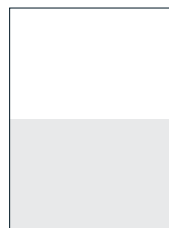
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