

THE WELL-BEING POLICIES OF TRENTINO (ITALY)

AUTONOMOUS PROVINCE OF TRENTO

Agency for Family, Parenting and Youth Policies

Riga (Latvia) - August 9/10, 2018



The Trentino Region is an Autonomous Province in the mountains of Northern Italy with good performance in terms of employment, social cohesion and regional competitiveness.





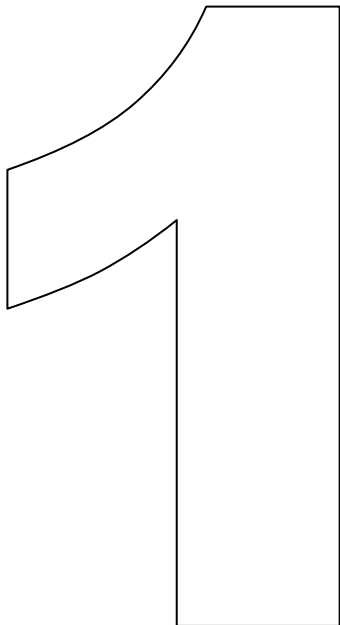
Trentino is a Dolomite Region

**Well-being policies for families
have been implemented in
Trentino in innovative ways
compared to traditional
approaches**



10 family - point





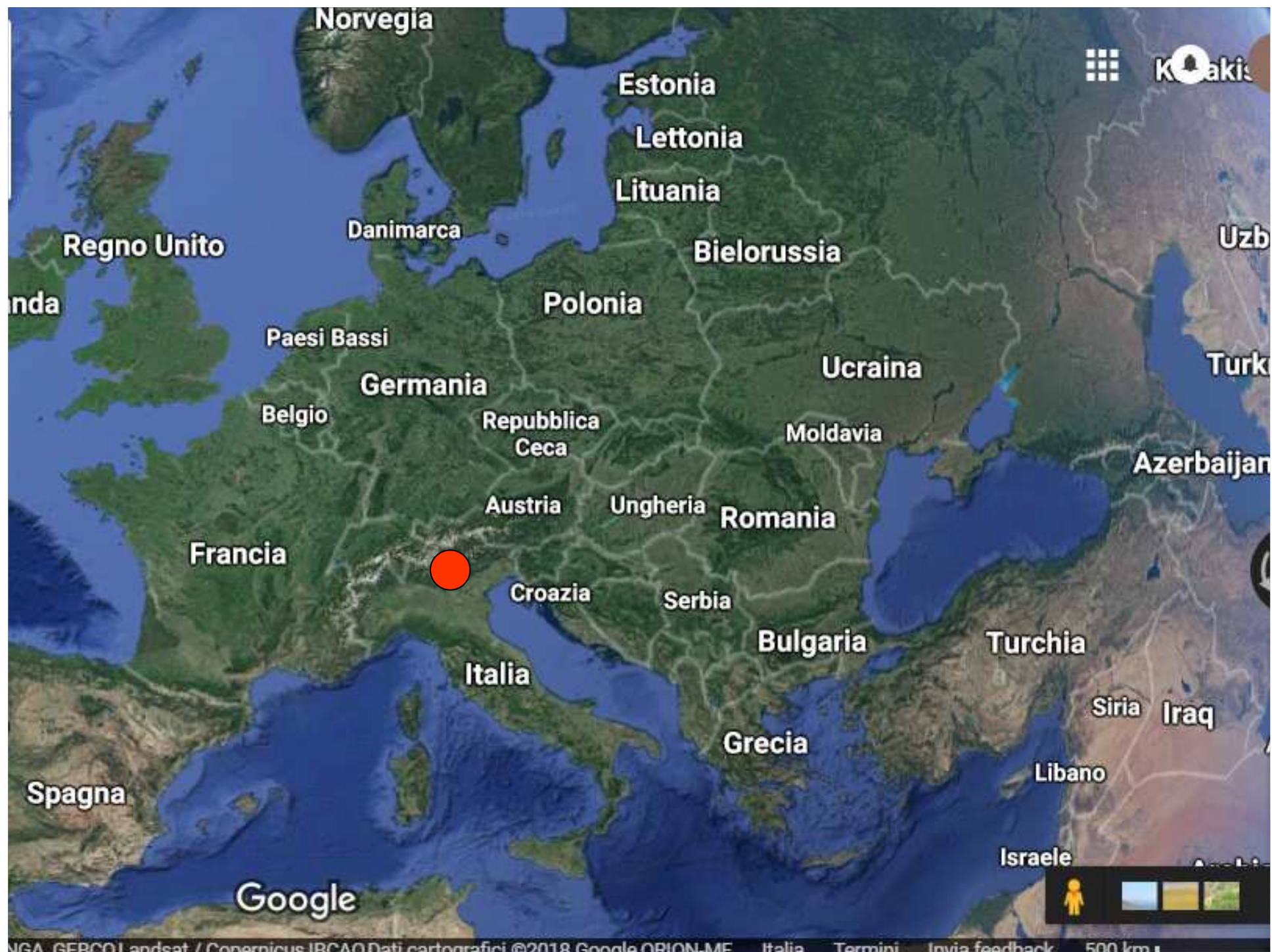
LIVING LAB ON WELL-BEING POLICIES



WELL-BEING & LOCAL DEVELOPMENT

Trentino is today a Living territorial Laboratory on well-being policies. Well-being policies have been implemented for more than eight years







Now we continue to develop new policies and new services for local families and for tourists as well (Movie 2009).





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2

WELL-BEING & LOCAL DEVELOPMENT



**The well-being policies for family
are not the social policies. The
family policies are economic
policies that can improve the local
development**



SEVENTH EDITION

TRENTO

3-8 DECEMBER

2018



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COMUNE DI TRENTO

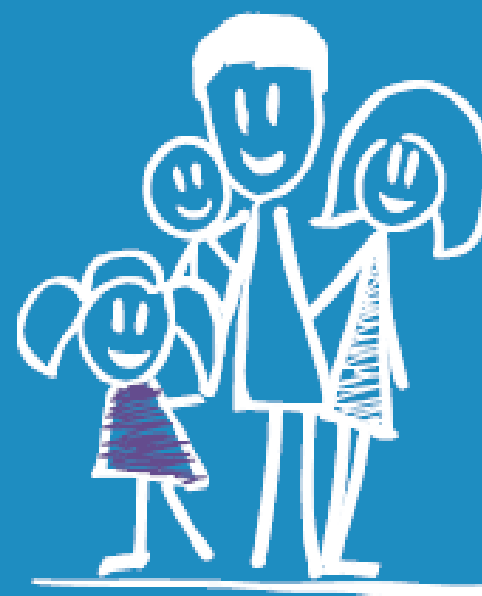
With patronage:



PRESIDENZA DEL CONSIGLIO DEI MINISTRI
Tutto nel merito, per la tua vita. All'a Famiglia.



TRENTINO



FESTIVAL
DELLA

FAMIGLIA

Quality of life and competitiveness of the territory:
an international perspective

When family wellbeing thrives, society, the economy
and the territory thrive

www.festivaldellafamiglia.eu



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3

FAMILY MAINSTREAMING



With this concept the public authority gears potentially all policies towards the well-being of families and citizens.

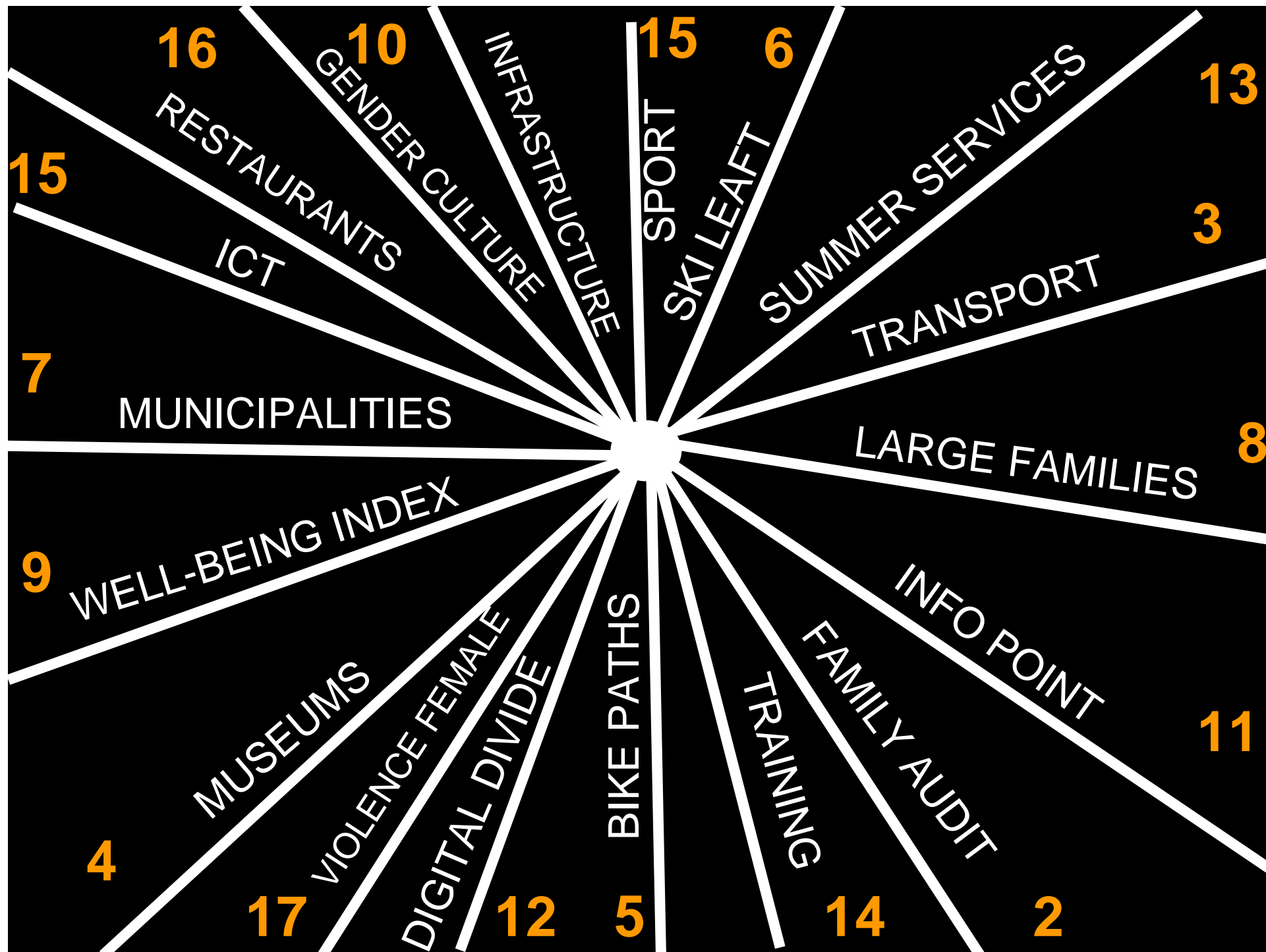


All policies can be family friendly policies. The competence of well-being policies is of the President of the Council. The President involves all the ministers about these issue



All the policies can be redirected towards the well-being of families. This concept introduces the spidermodel.









Diapositiva 19

P8

PR31044; 18/04/2008



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4



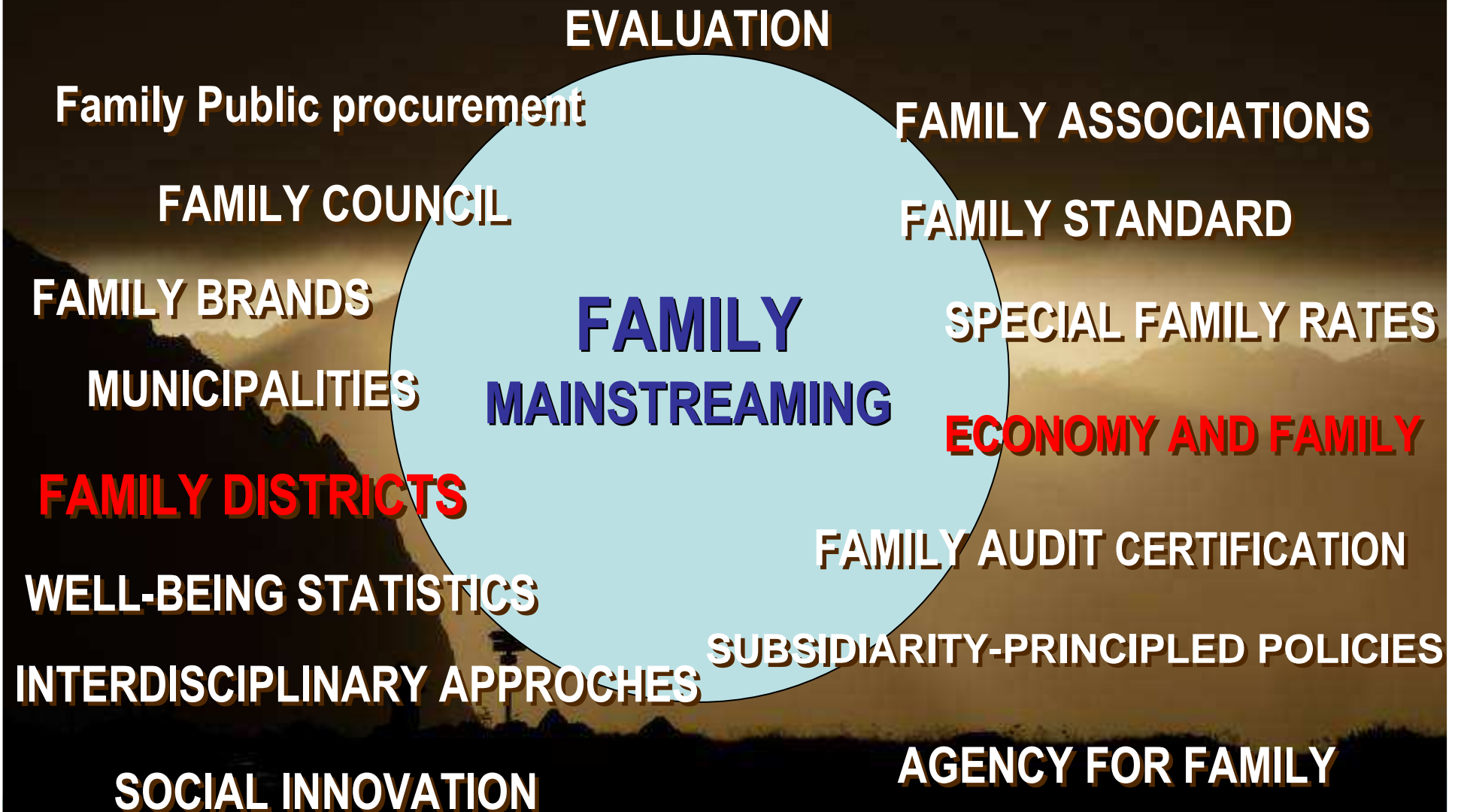
NEW PUBLIC FAMILY MANAGEMENT



**The model promotes a new role
for the public administration by
developing new tools, new
methods of work and
engagement of local actors**



NEW PUBLIC FAMILY MANAGEMENT



The “Family Mainstreaming” concept supports the sustainable development of the territory in line with the triple bottom line model





ENVIRONMENT

SOCIAL

**FAMILY
MAINSTREAMING**

ECONOMY

SATURATION CENTER OF PUBLIC AND PRIVATE SERVICES





BEST PRACTICE OF SATURATION SERVICES





ALGORITHM







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TRENTINO

5



QUALITY EVERYWHERE



In the world, different quality standards have been defined. For example, for the quality of services, environmental quality, ethical quality, safety at work...



UNI EN ISO 9001:2000



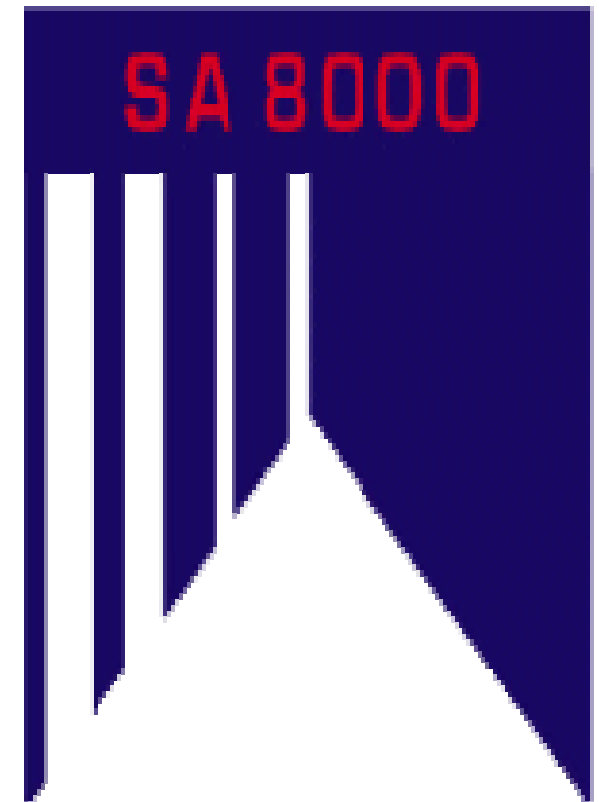
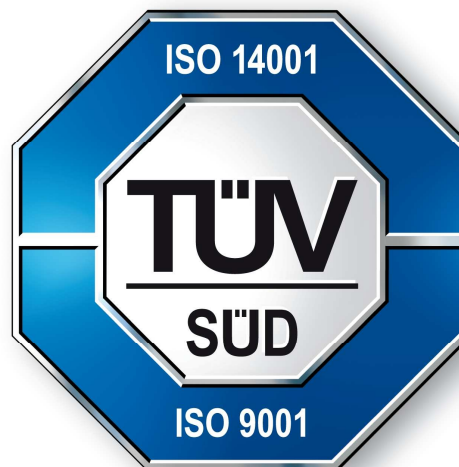
SISTEMA DI GESTIONE
QUALITÀ CERTIFICATO

ISO 14001

BUREAU VERITAS
Certification



EMAS



**It's possible to think
that a territory can
be certified on
family quality?**



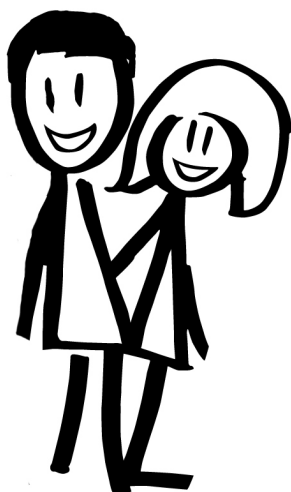
The regional law provides that the family agency certifies organizations that have adopted family-friendly services. In Trentino we have created a specific family brand



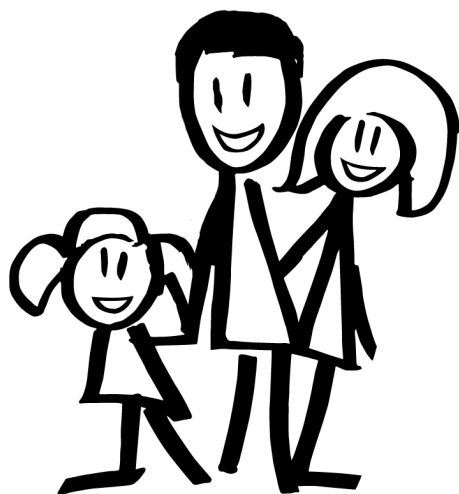
FAMILY BRAND



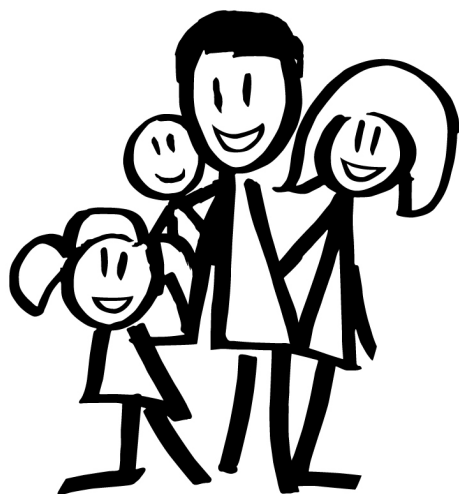
FAMILY BRAND



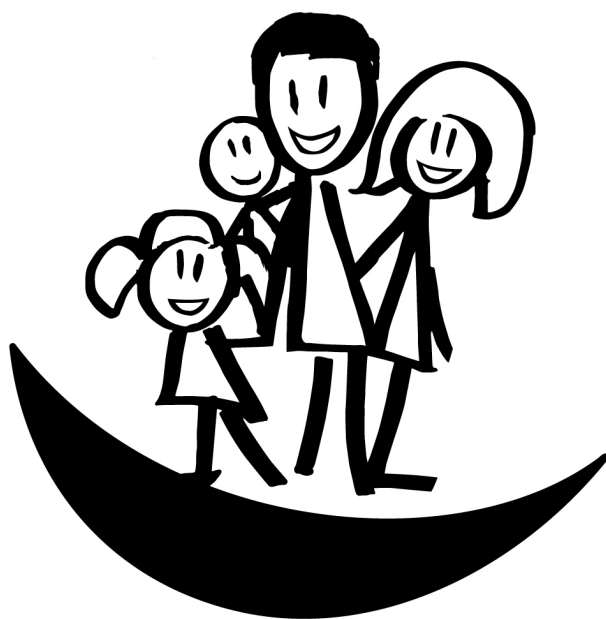
FAMILY BRAND



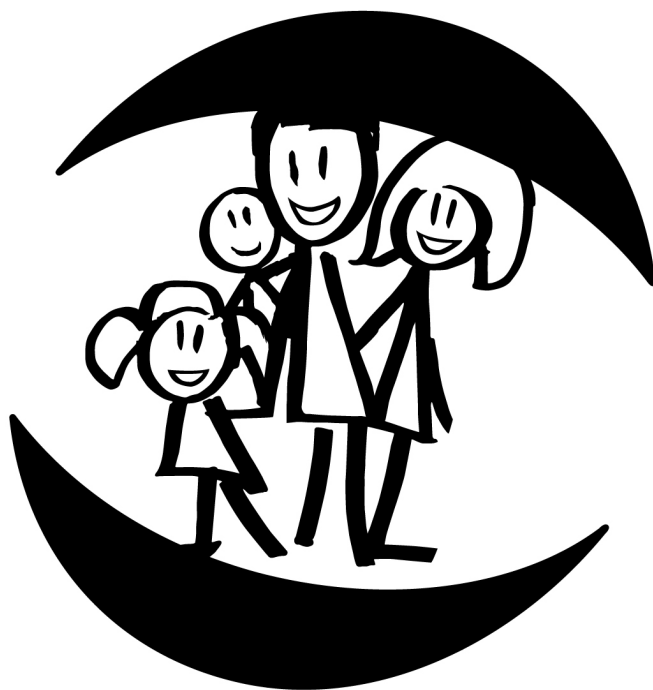
FAMILY BRAND



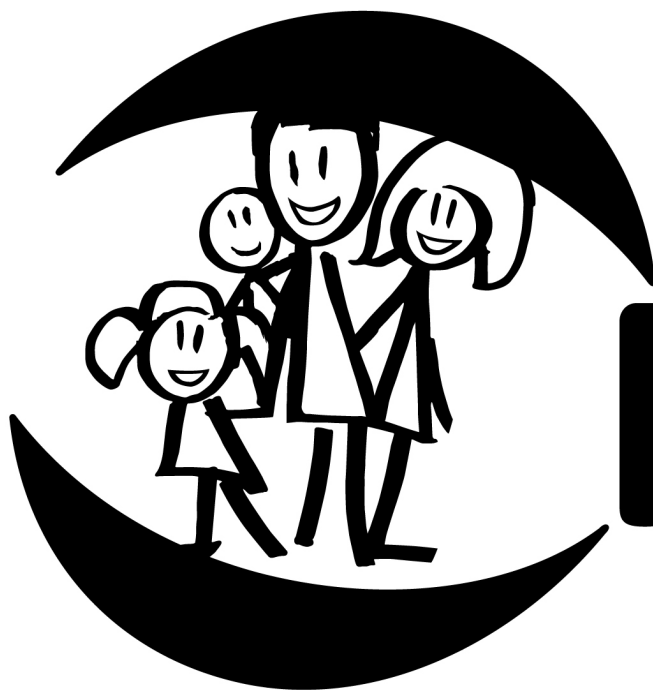
FAMILY BRAND



FAMILY BRAND

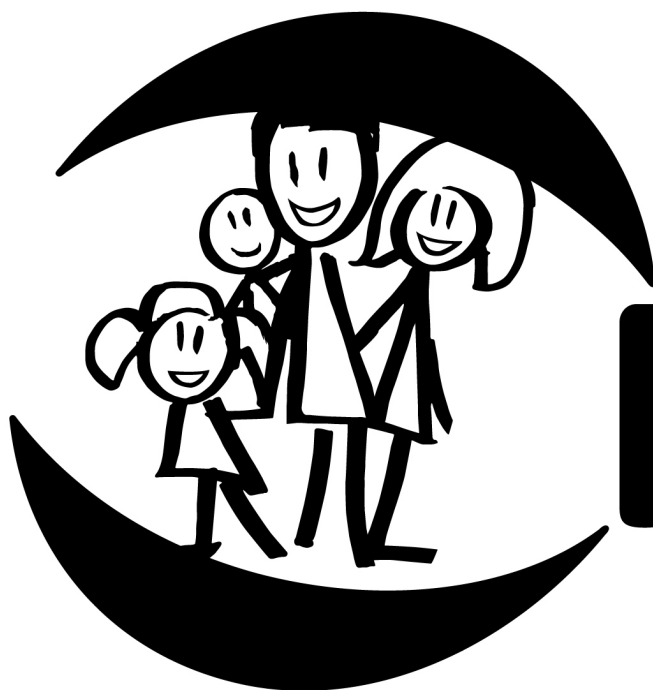


FAMILY BRAND



Family

FAMILY BRAND



Family
inTRENTINO

FAMILY BRAND

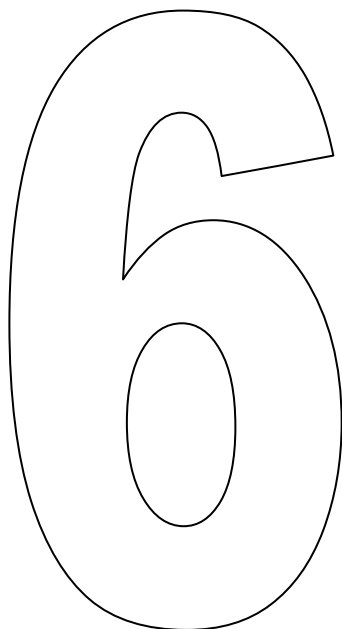


Family
inTRENTINO





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FAMILY STANDARD



The family brand is assigned by the agency only if the organization that requests it meets the optional and mandatory requirements.



The standards are defined by a specific commission. In the group there are representatives of families, tourism, municipalities, companies, trade unions...



**At the moment the family
agency has developed the
family standards of 11
categories**



SPORTS ASSOCIATIONS



1

HOTELS

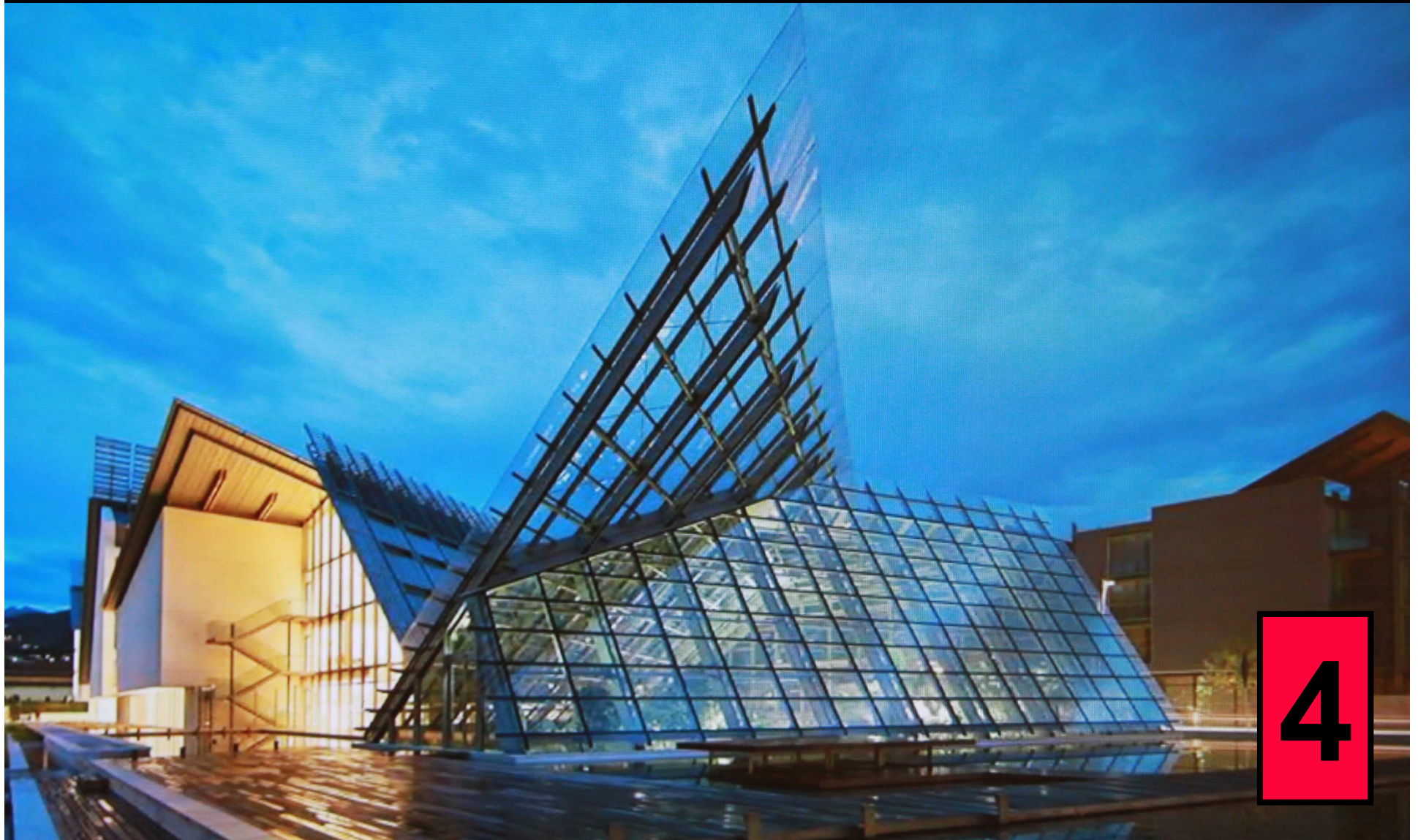


2

CASTLES



MUSEUMS



4

RESTAURANTS



5

BED & BREAKFAST



6

COUNTRY FARMS



FAMILY SERVICES



8

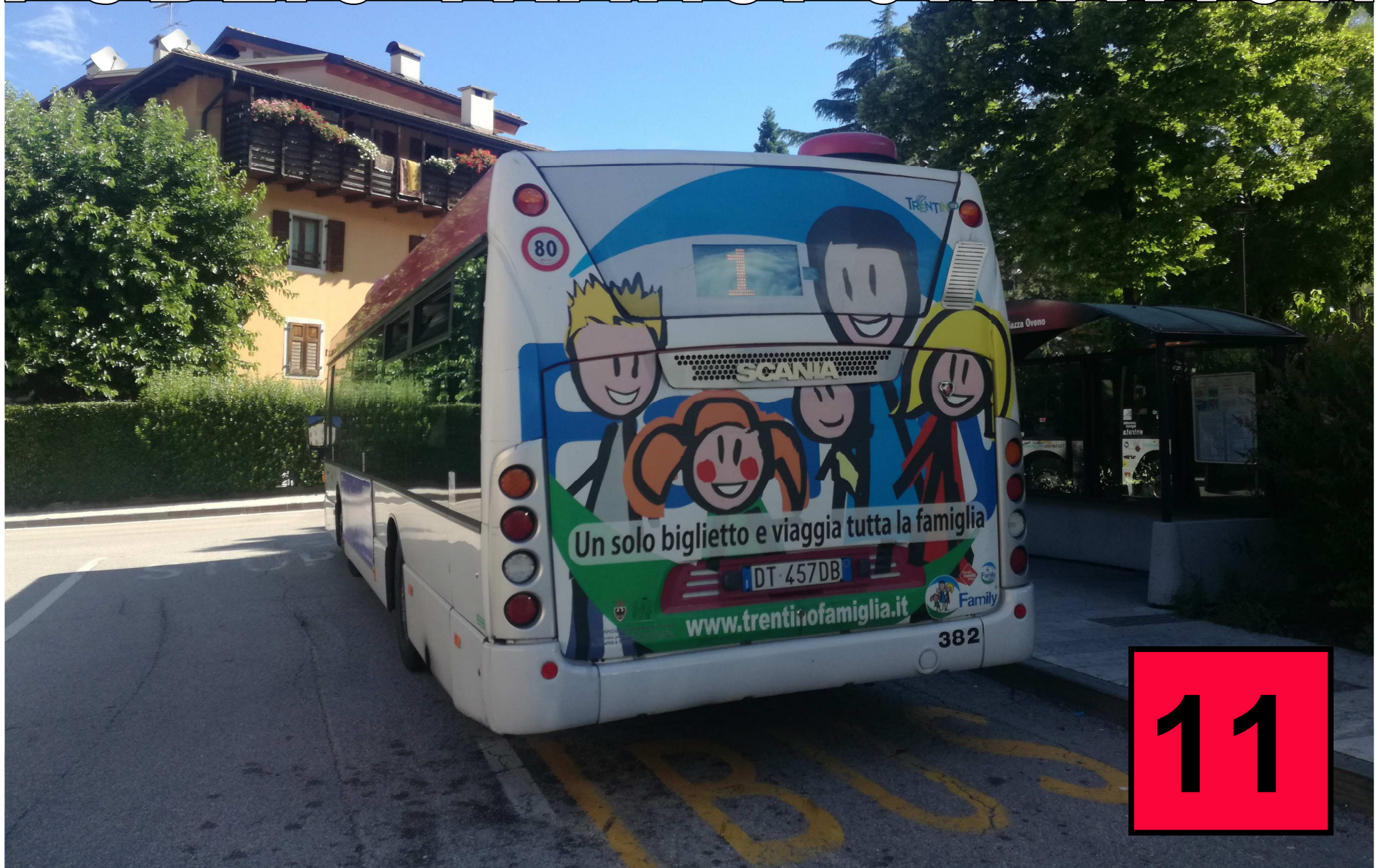
MUNICIPALITIES



ORGANIZATIONS



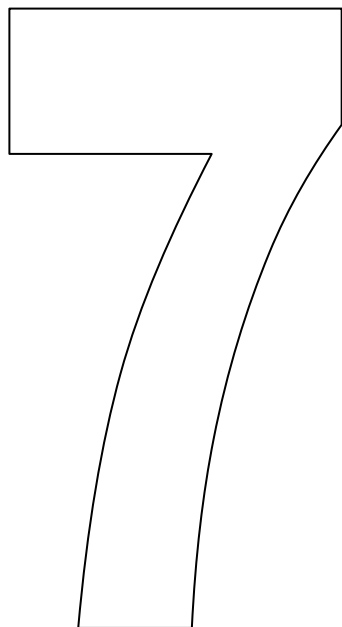
PUBLIC TRANSPORTATION



11



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FAMILY DISTRICT



The Family district is a geographical area where organizations develop the network to match the Family Standards, to obtain the Family Brands and to develop new products and/or new services

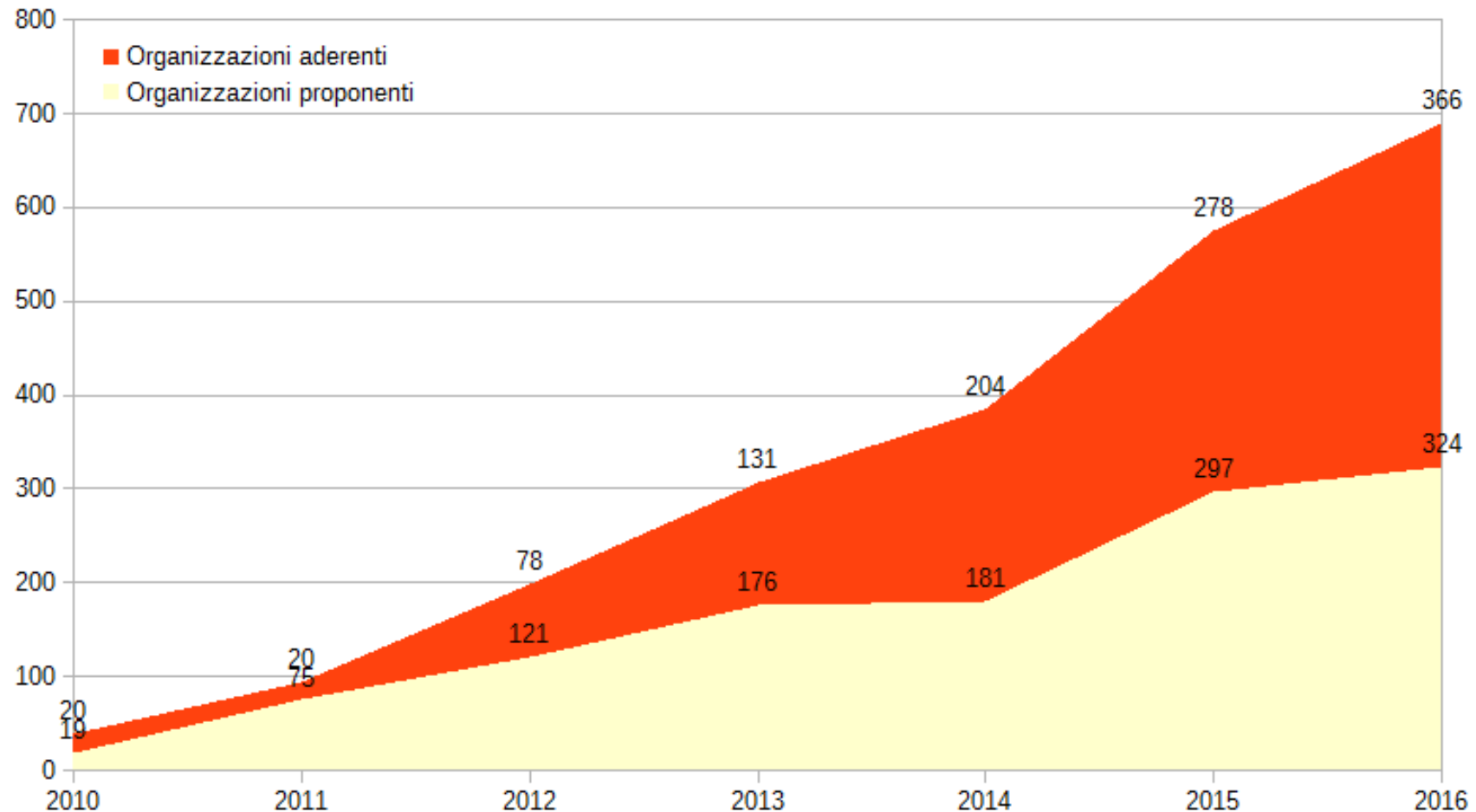




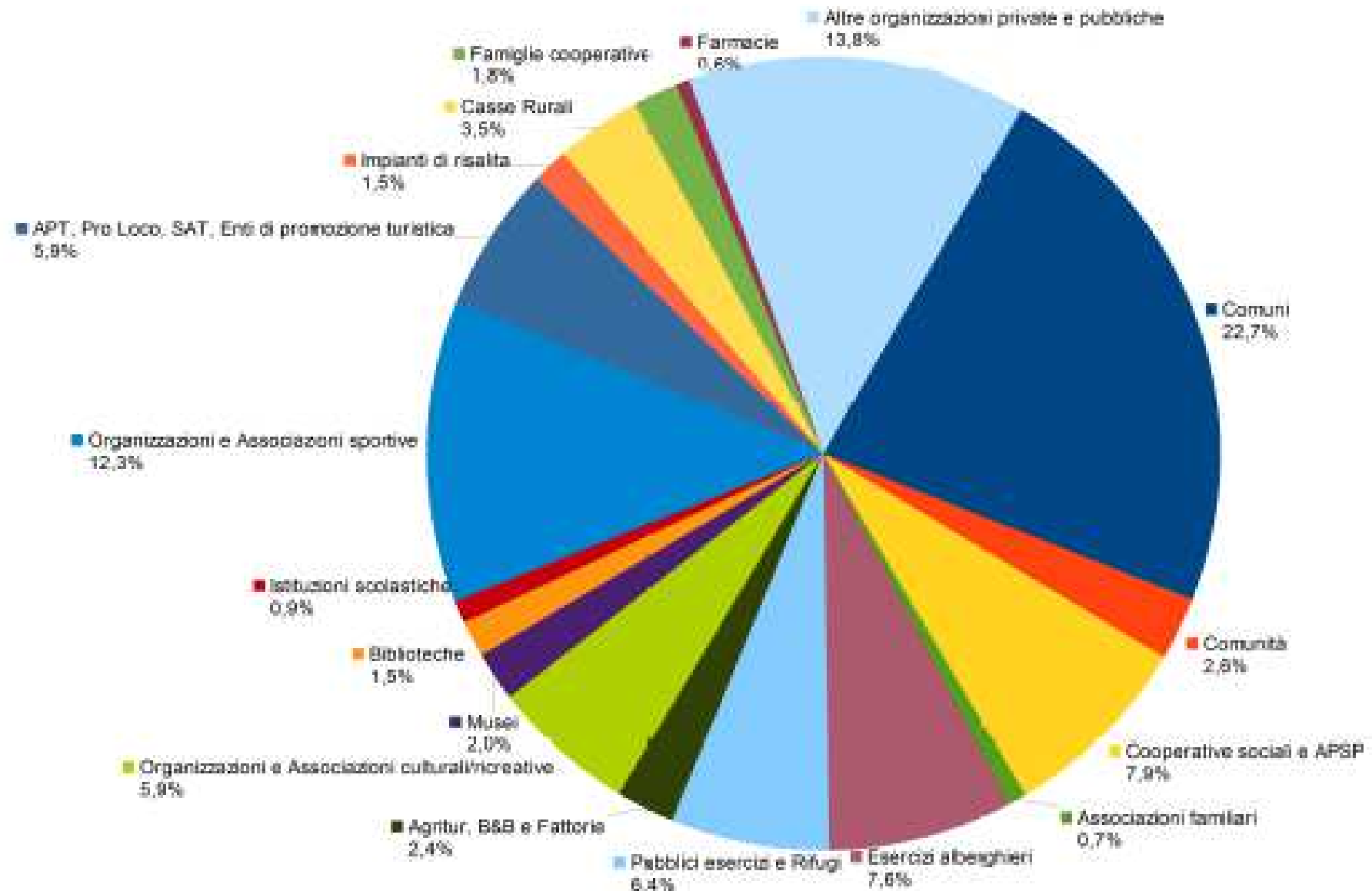


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ORGANIZATIONS of the FAMILY DISTRICTS



TYPE of ORGANIZATIONS of the FAMILY DISTRICTS



SKI FAMILY

HOME

COSA È

COMMENTI

STAZIONI

IMMAGINI

VIDEO



SKI FAMILY IN TRENTINO

Sciare in famiglia... ma tutti
con l'abbonamento di mamma o papà!



8

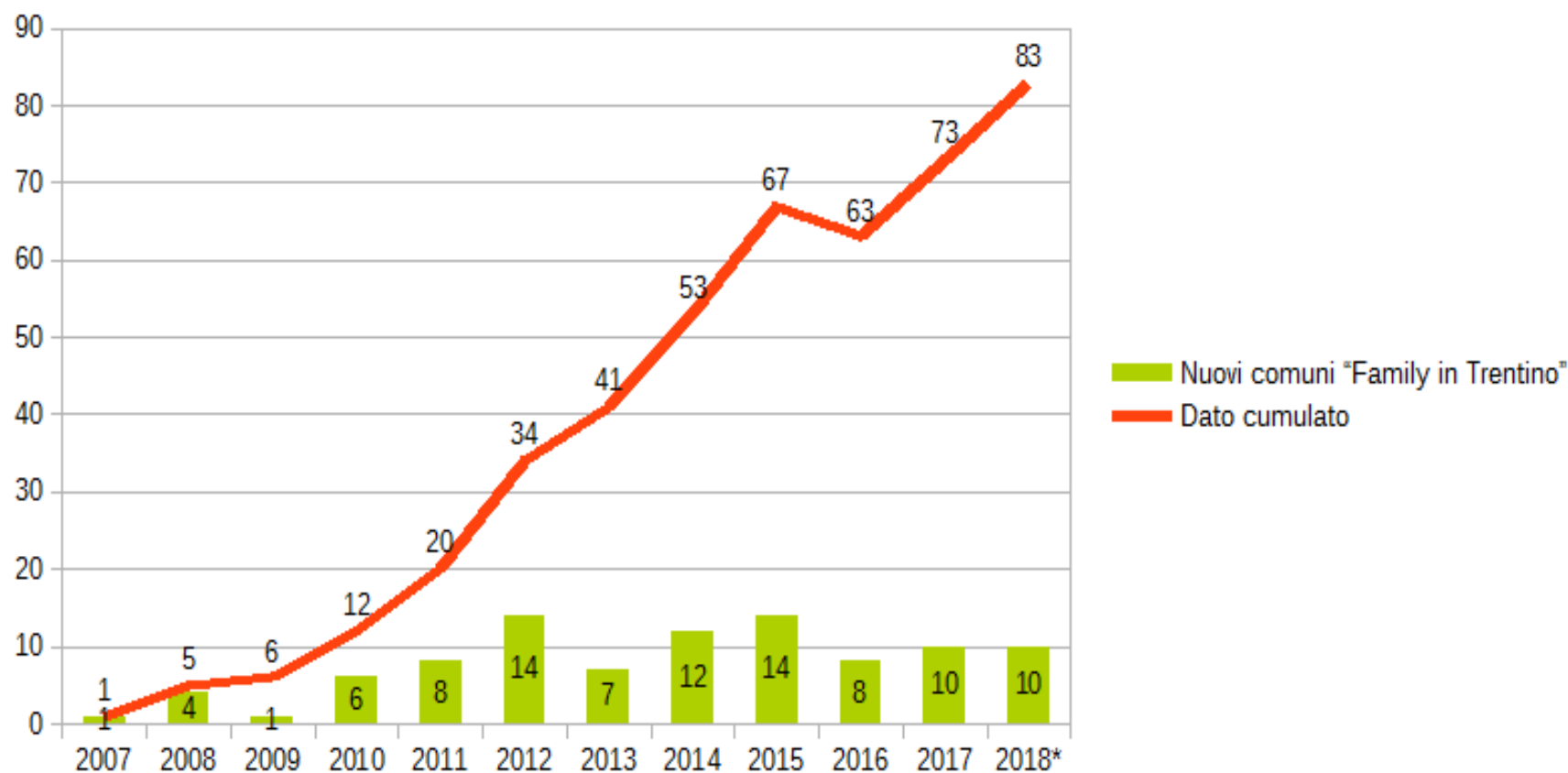


FAMILY MUNICIPALITIES



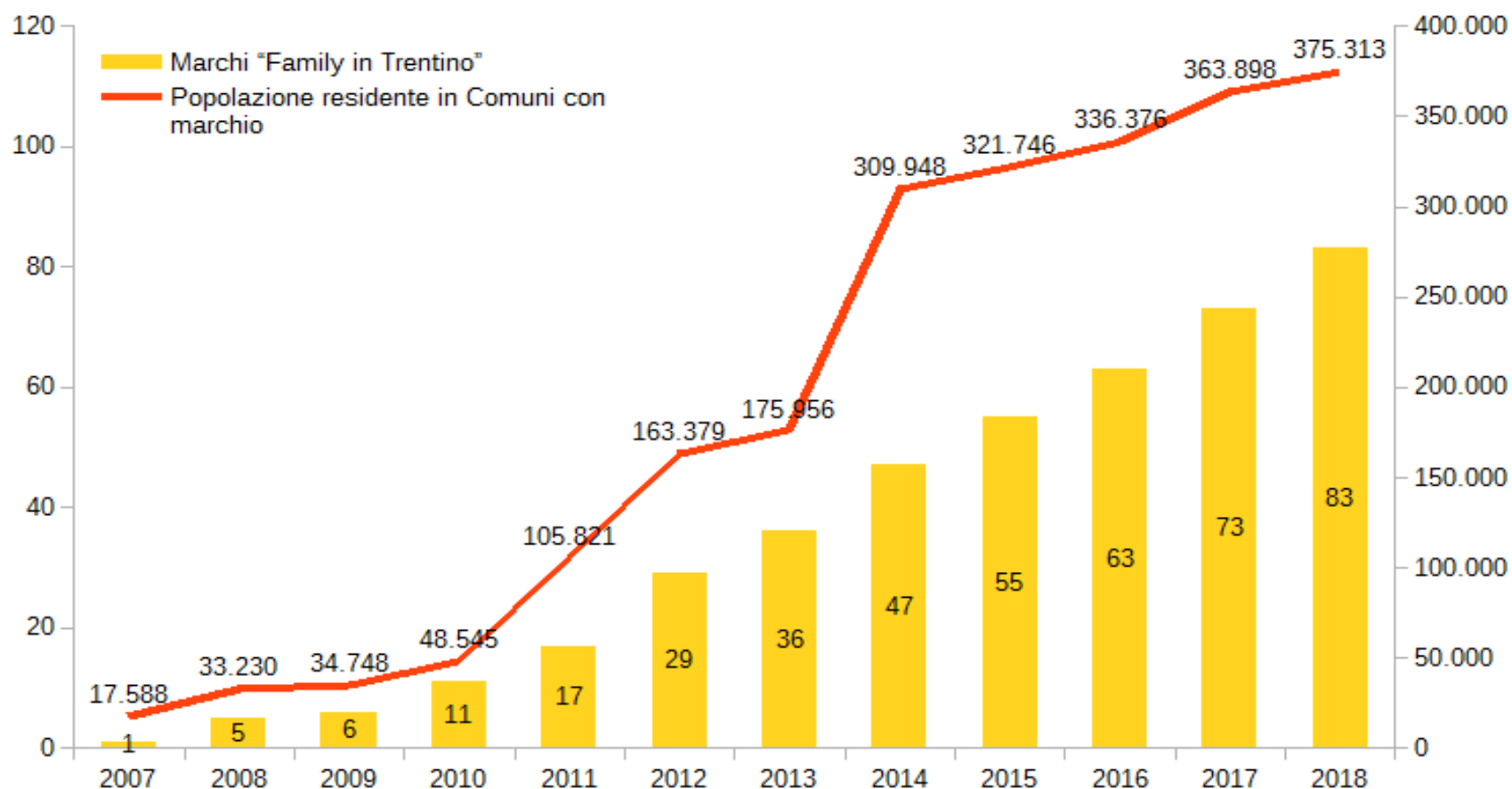
**The family friendly municipalities
are one of the most important keys
of the model.**





trend 2007-2018*

Population living in the Certified Municipalities

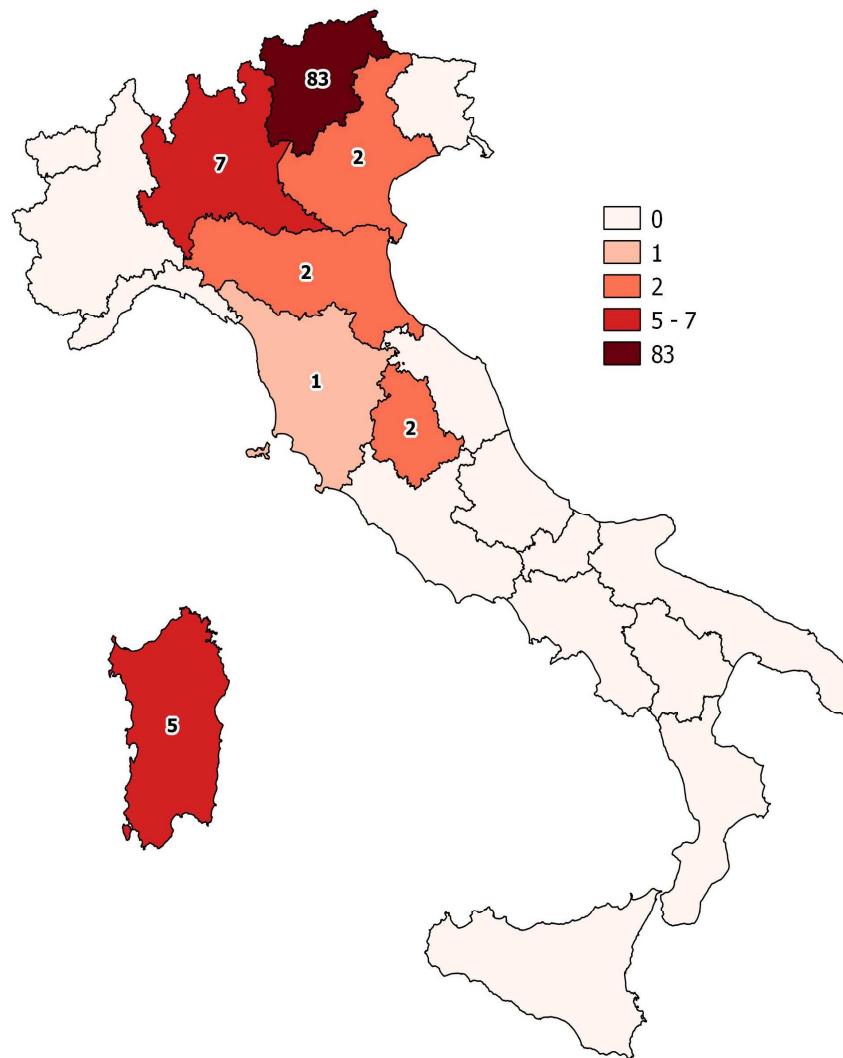


Fonte: sistema informativo Agenzia per la famiglia. Dati aggiornati al 28/02/2018

Population living in the Certified Municipalities



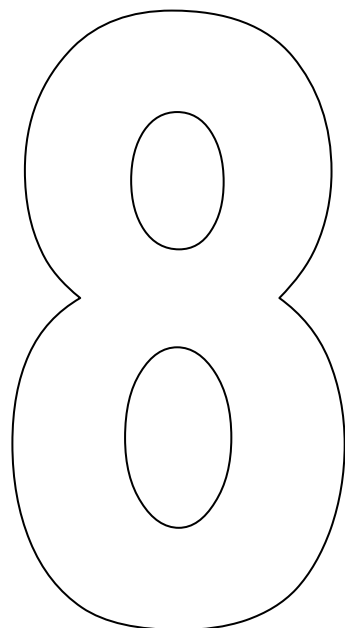
**Network italiano
Comuni “Amici della
famiglia”. Distribuzione
nazionale**





**Network europeo
Comuni “Amici della
famiglia”.**





FAMILY AUDIT



The Family audit is a standard for organizations that promotes the implementation of a strategic plan on the work life balance. The benefits are for workers and for company productivity





The Family audit brand.



5 are the goals of the *Family Audit*





1

**Matching the needs of the
family with the needs of
the organization**



2

**Increasing productivity
of the company**



3

**Promoting gender equality
through the organization's
strategy**



4

**Supporting the expansion
of the Family Districts**

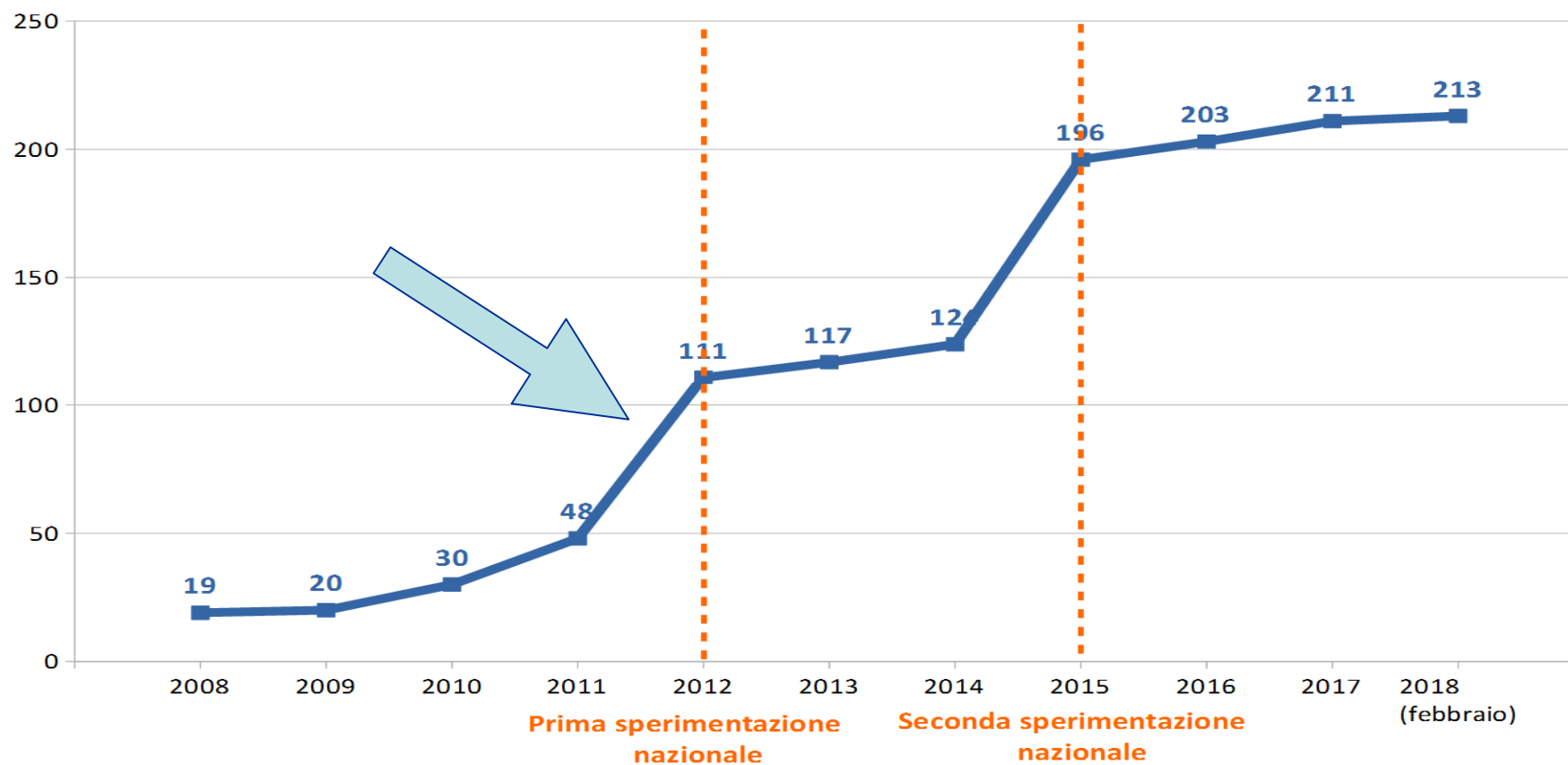


5

Favoring the growth of networks which develop products and services for the needs of the family, and promoting local economy

TWO NATIONAL PROTOCOLS TO SCALE UP THE *FAMILY AUDIT* STANDARD





Fonte: sistema informativo Agenzia per la famiglia. Dati aggiornati al 28/02/2018.



9



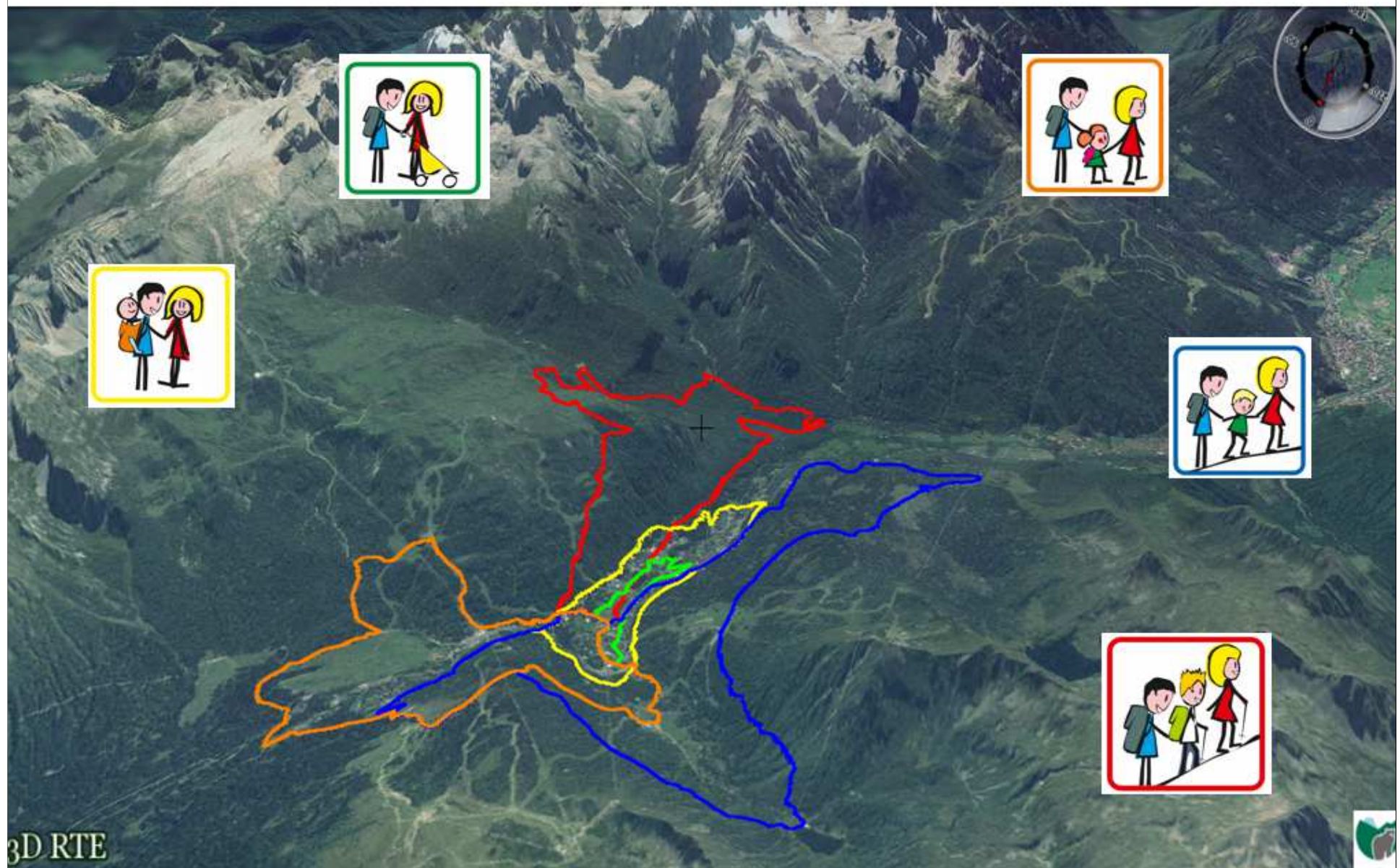
FAMILY INFRASTRUCTURE



**It's possible to think
that the infrastructure
of a territory can be
family friendly?**



MOUNTAIN TRAILS



CYCLE TRACKS



BIKE-GRILL



BABY LITTLE HOME



FAMILY PARKINGS



FAMILY LARGE PARKINGS



FAMILY BENCH



BABY STROLLERS PARKINGS



PANCHINE ACCESSIBILI



TAVOLI ACCESSIBILI



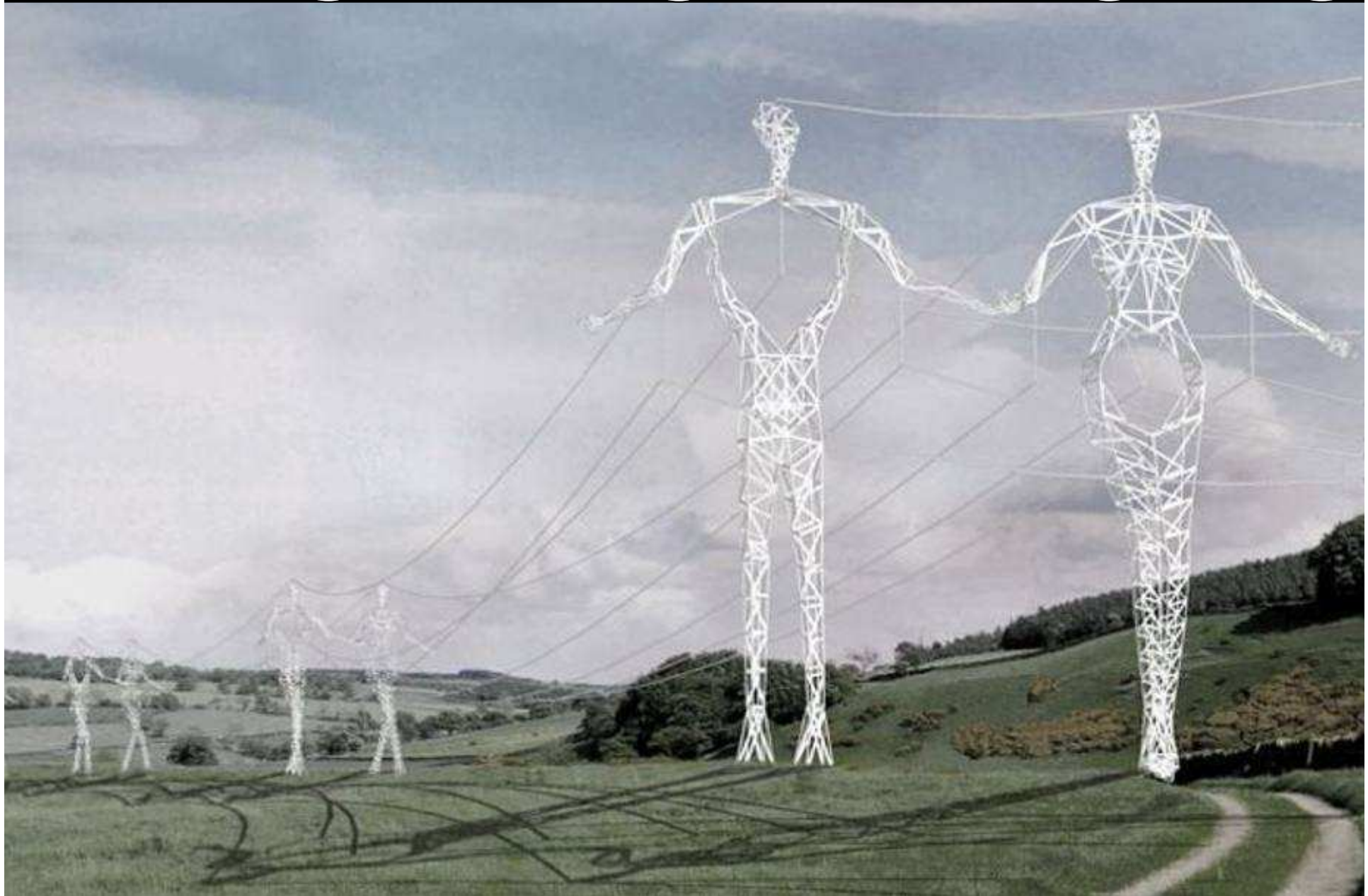
EASILY ACCESSIBLE TABLES



EASILY ACCESSIBLE PLAYGROUNDS



ELECTRIC PYLONS





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10



FAMILY PUBLIC PROCUREMENT



Specific public incentives are available for the organizations which have adopted a family oriented strategy: financial contributions, contracts, public credit...

