

1 September 2021

International Advocacy online workshop

“FAMILY POLICIES AT A REGIONAL LEVEL.

Family policies as local development policies“



**Well-being policies for families
have been implemented in
Trentino in innovative ways
compared to traditional
approaches in order to achieve the
well-being of families and citizens**



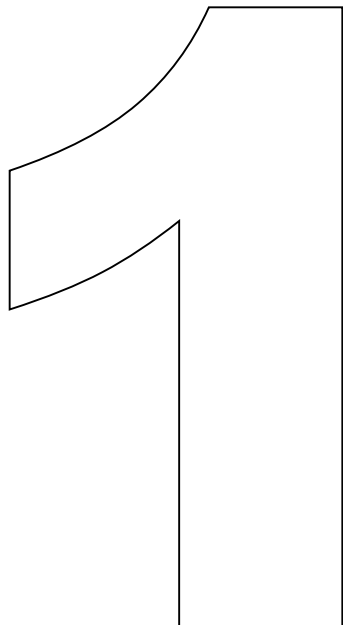
STRATEGIC ISSUE



WELL-BEING & LOCAL DEVELOPMENT

Is it possible to increase local sustainable development by promoting the idea of a well-being society without public investments?





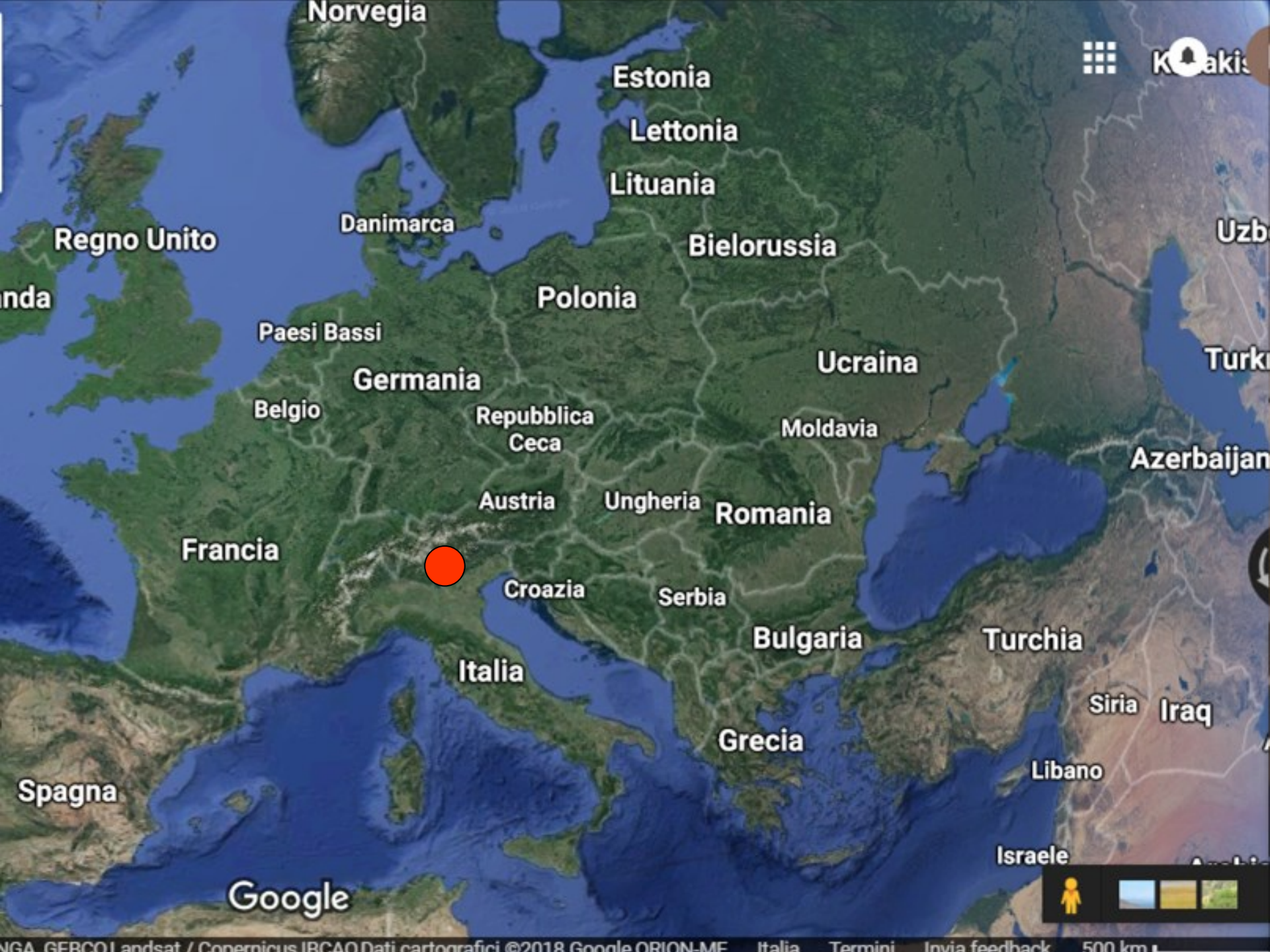
LIVING LAB ON WELL-BEING POLICIES



WELL-BEING & LOCAL DEVELOPMENT

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





Norvegia

Estonia

Lettonia

Lituania

Danimarca

Bielorussia

Regno Unito

Polonia

Paesi Bassi

Ucraina

Germania

Belgio

Repubblica
Ceca

Moldavia

Austria

Ungheria

Romania

Francia

Croazia

Serbia

Bulgaria

Turchia

Italia

Grecia

Siria

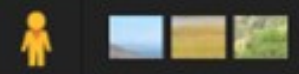
Iraq

Spagna

Libano

Israele

Google



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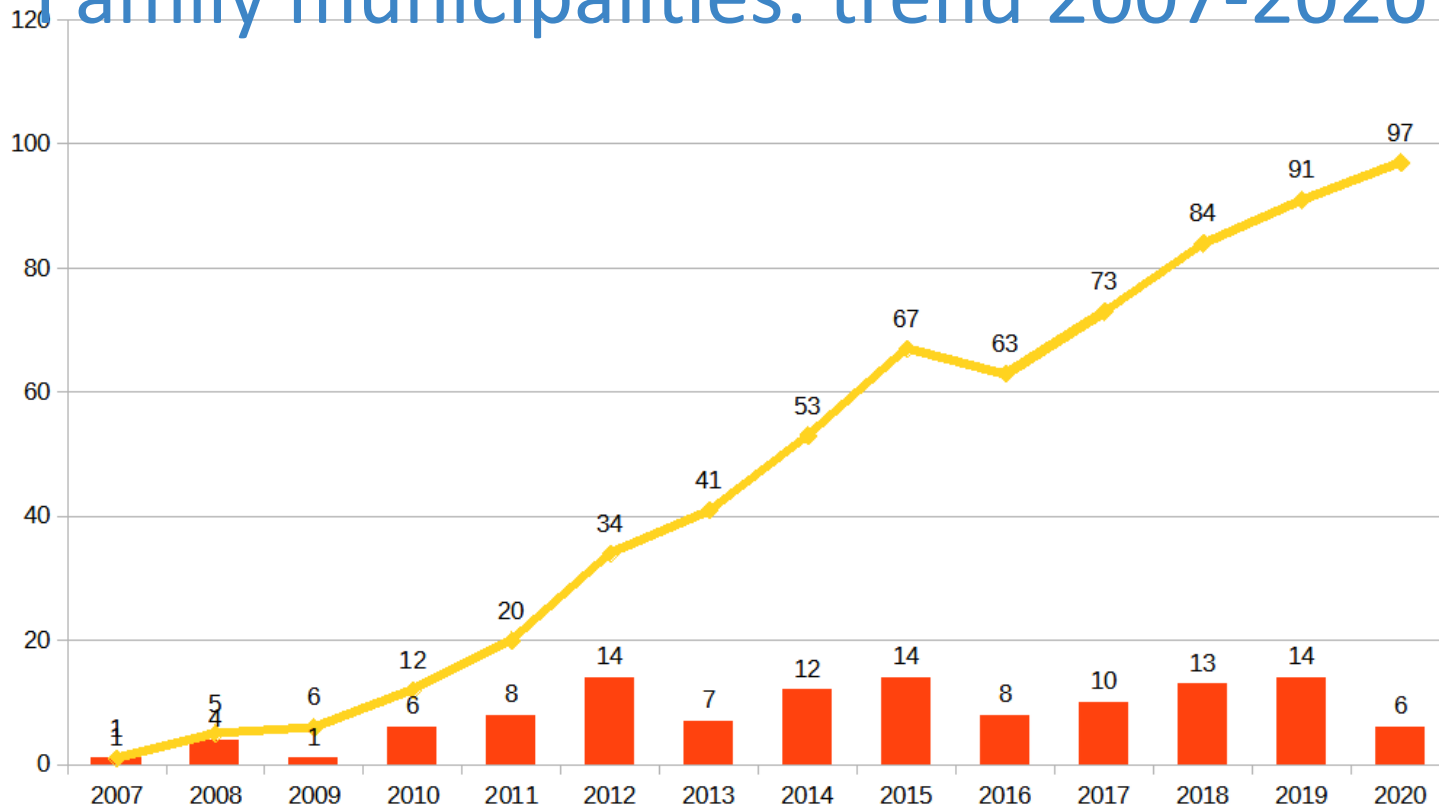
FIGURES



90% of the Trentino
population live in family
friendly municipalities.

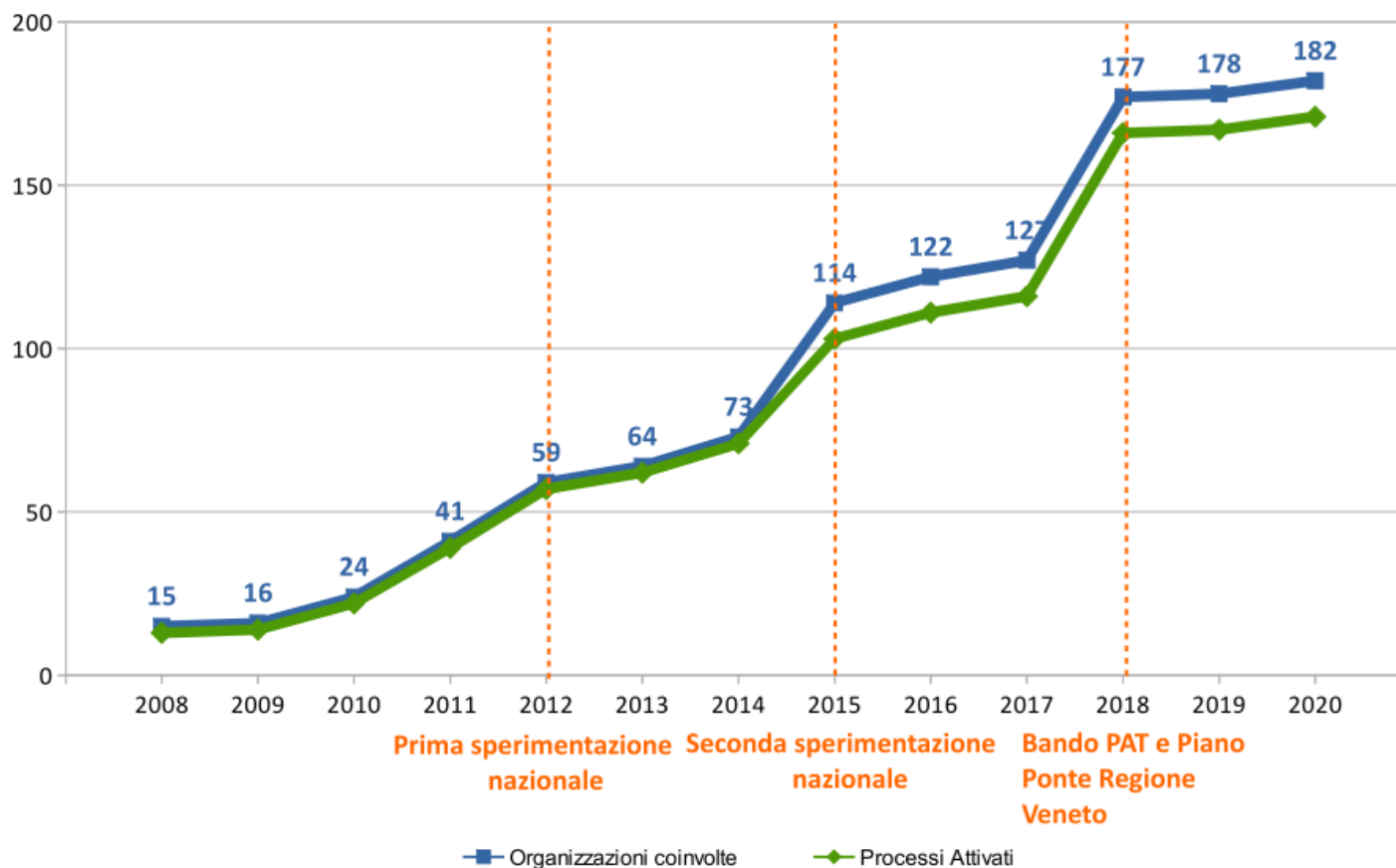


Family municipalities: trend 2007-2020



20% of employees work in
companies that have adopted
work and life balance plans
(standard FamilyAudit)





Fonte: sistema informativo Agenzia per la famiglia. Dati aggiornati al 31/12/2020

almost **1.000** organizations,
30% public and 70% private,
have voluntarily joined a
family district.



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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**





Provincia autonoma di Trento
Agenzia per la famiglia, la natalità
e le politiche giovanili

TRENTINO

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FAMILY MAINSTREAMING

WELL-BEING & LOCAL DEVELOPMENT

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



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







Provincia autonoma di Trento
Agenzia per la famiglia, la natalità
e le politiche giovanili



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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

Family standard

Comuni Family

Marchio famiglia

Family public procurement

Distretti famiglia

Family audit

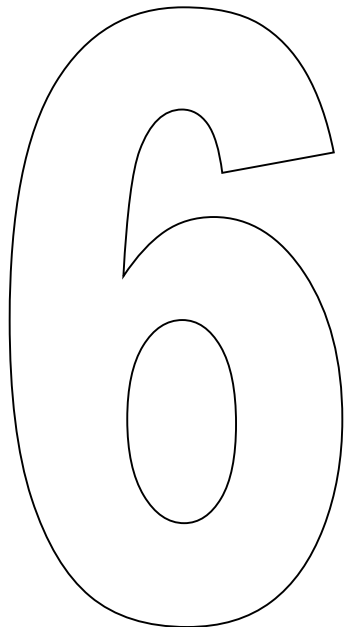
Manager di territorio

Network comuni

Networking analysis

Ricettività family





FAMILY STANDARD



The family brand is assigned by the Agency only if the organization have adopted the optional and mandatory requirements.



**At the moment the family
Agency has developed the
family standards of 12
categories**



SPORTS ASSOCIATIONS



1

HOTELS



2

CASTLES



MUSEUMS



4

RESTAURANTS



5

BED & BREAKFAST



6

COUNTRY FARMS



7

FAMILY SERVICES



MUNICIPALITIES



COMPANIES



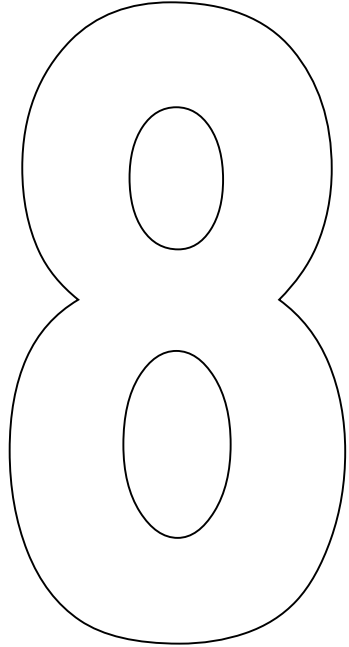
PUBLIC TRANSPORTATION



PHARMACIES



12



ECONOMICS OF SATURATION



**Saturation economy enables
additional services to be
produced for citizens and
families without additional
public resources**



The following Video presents the key concepts of the saturation economy and the measures taken in Trentino





THANKS FOR YOUR ATTENTION

Luciano Malfer

luciano.malfer@provincia.tn.it

