

# ITALY RESTARTS

## The PNRR for businesses



## Index - 1



**Overall funds destined to SME**

**Transition 4.0 Plan**

**Internationalization and competitiveness**

**Cultural Enterprises and Tourism**

## Index - 2



**Start-up**

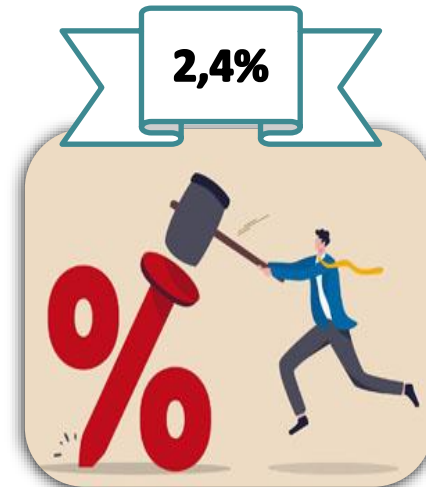
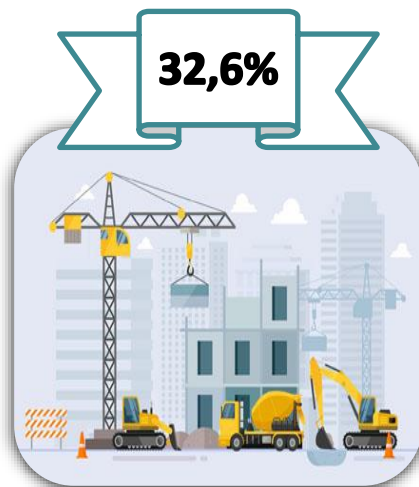
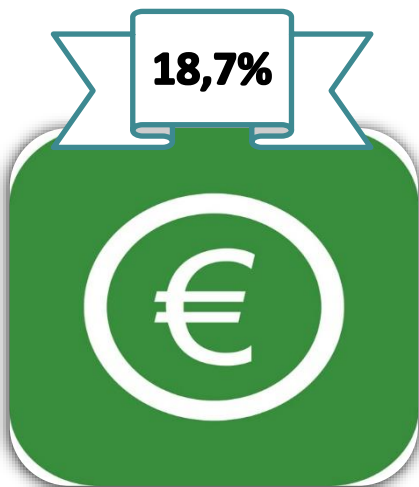
**Boosting Women's Enterprise**

**Special economic zone (SEZ)**

## Overall funds destined to SME

The NRRP's sums include 18.7% destined to “incentives and tax credits for businesses”. It is the second largest amount after 32.6% over the "Construction works and civil building works" fund.

Furthermore, 2.4% is allocated for “reducing employers contributions”.



## Plan 4.0 - Research; publishing industry - 1

### Mission 1 - Component 2, investment 1: Transition 4.0

M1C2 – Digitisation, innovation and competitiveness of the production system	Resources (EUR/billion)				
	Existing (a)	New (b)	Total (c) = (a)+(b)	REACT-EU (d)	TOTAL NGEU (c) + (d)
'Transition 4.0'	3.10	15.70	18.80	-	18.80
Innovation and technology of microprocessors	-	0.75	0.75	-	0.75
SME digitisation and Guarantee Fund *	-	-	-	0.80	0.80
Broadband, 5G and satellite monitoring	1.10	3.10	4.20	-	4.20
Fast Connections	1.10	2.20	3.30	-	3.30
Satellite constellation and National Institute of Earth Observation	-	0.90	0.90	-	0.90
Industrial policies for the supply chain and internationalization**	-	2.00	2.00	-	2.00
<b>TOTAL</b>	<b>4.20</b>	<b>21.55</b>	<b>25.75</b>	<b>0.80</b>	<b>26.55</b>

The tax incentive measures included in the Transition Plan 4.0 are a key factor of the overall strategy to increase Italian companies' productivity, competitiveness and sustainability.

## Plan 4.0 - Research; publishing industry - 2



- ☐ **On the supply side**, the plan aims to enhancing basic and applied research also promoting technology transfer.
- ☐ **On demand side**, incentives deal with triggering digital transformation in process manufacturing and also investments in intangible assets in the post-pandemic recovery phase.
- ☐ **Some initiatives** are allocated to the publishing industry.

## Transition Plan 4.0 - better conditions for investors



The Transition Plan 4.0 is an evolution of the 2017 Industry 4.0 program, featuring three differences:

- ☐ increasing potential beneficiaries by replacing amortization-rules with tax credits.
- ☐ formerly yearly credits are now due on a two-year period 2021-2022
- ☐ funding intangible investments by increasing credit and incentives.



## Transition Plan 4.0 - Innovation in SMEs and in large enterprises



These innovations are aimed at tackling the post pandemic, supporting companies investing in innovation.

The measure funds 3 types of tax credit, for companies investing in:

- ☐ capital assets, including tangible and intangible assets related to digital transformation and business reengineering;
- ☐ research, development and innovation;
- ☐ training on digitization





## Transition Plan 4.0 - monitoring



In 2020-22 the NRRP forecasts:

- 15k companies using tax credit for tangible and intangible assets;
- 10k companies using tax credit for research, development and innovation.



The PNRR includes specific "milestones" - predefined goals - for monitoring and impact assessing; in particular, a Committee in charge of monitoring is to be established with the objective of fine-tuning the Plan.

## Transition Plan 4.0 - digitization



- ❖ Special incentives are destined to labour upskilling and reskilling.
- ❖ Special training initiatives for executives will be funded.
- ❖ E-training will be supported. Employee and Employer association will be involved.
- ❖ Special training for laid-off workers will be financed by temporary tax cuts.

# Technology investments

As part of Mission 1 -  
Component 2, investment  
2.

For Italy, the second larger  
manufacturer and exporter  
in the EU, innovating and  
modernizing the business  
environment is crucial.

M1C2 – Digitisation, innovation and competitiveness of the production system	Resources (EUR/billion)				
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Contributions concern technology investments in machineries, plants and equipments.

The funds are complementary to the measures included in the Transition Plan 4.0.

The amount of the contributions is 40% of the total amount of eligible expenses.

## Industrial and internationalization policies in industrial chains

Mission 1 -  
Component 2,  
investment 5: Industrial and  
internationalization policies in  
industrial chains

Sub measure 1: Refinancing  
and redefinition of the 394/81  
Fund, by SIMEST -  
Italian Society for Businesses  
abroad

M1C2 – Digitisation, innovation and competitiveness of the production system	Resources (EUR/billion)				
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<b>TOTAL</b>	<b>4.20</b>	<b>21.55</b>	<b>25.75</b>	<b>0.80</b>	<b>26.55</b>

The goal is to support the internationalization of small and medium-sized enterprises, by reengineering the 394/81 Fund, which provides tax break grants and loans to Italian companies operating on foreign markets, including EU member States. The action allocates more financial resources to the Fund. The project will start as soon as SIMEST receives the NRRP's resources.

## Competitiveness and resilience in industrial chains

Mission 1 -  
Component 2,  
investment 5: Industrial and  
internationalization policies in  
industrial chains

Sub measure n.2, Competitiveness  
and resilience in industrial chains

M1C2 – Digitisation, innovation and competitiveness of the production system	Resources (EUR/billion)				
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The financial resources will be used for supporting SMEs competitiveness and resilience, in terms of innovation and sustainability, with positive trade-off on international markets

Examples of funded projects: feasibility studies, participation in international fairs, consultancy services, internationalization and digital commerce, project financing aimed at favoring innovation, green transition and business process reengineering.



# Digital platforms for cultural heritage - 1

Mission 1 - Component 3  
investment 1.1: Strategy  
digital platforms for  
cultural heritage.

Actions include Digitization of  
library resources, archives, and  
Museum collections and their  
interoperability, according to e-  
governance principles.

M1C3 – Tourism and culture 4.0	Resources (EUR/billion)				
	Existing (a)	New (b)	Total (c) = (a)+(b)	REACT-EU (d)	TOTAL NGEU (c) + (d)
Cultural heritage Next Generation	-	2.70	2.70	-	2.70
<i>Strengthening of the strategic plan major tourist and cultural attractors</i>	-	1.10	1.10	-	1.10
<i>Digital platforms and strategies for access to cultural heritage</i>	-	0.50	0.50	-	0.50
<i>Improving physical accessibility</i>	-	0.30	0.30	-	0.30
<i>Caput Mundi. Interventions on Rome artistic and cultural heritage</i>	-	0.50	0.50	-	0.50
<i>Development of film industry (Cinecittà project)</i>	-	0.30	0.30	-	0.30
<i>Minor sites, rural areas and urban suburbs</i>	-	2.40	2.40	-	2.40
<i>National Plan Villages</i>	-	1.00	1.00	-	1.00
<i>Rural Historical Heritage</i>	-	0.50	0.50	-	0.50
<i>Program Identity places, suburbs, parks and historical gardens</i>	-	0.40	0.40	-	0.40
<i>Seismic safety of places of worship and restoration of FEC heritage</i>	-	0.50	0.50	-	0.50
Tourism and Culture 4.0	0.30	2.60	2.90	-	2.90
<i>Culture 4.0: Tourist training and initiatives for cultural diffusion in schools</i>	-	0.40	0.40	-	0.40
<i>Support for cultural operators in the green and digital transition</i>	-	0.50	0.50	-	0.50
<i>Paths in history "Slow tourism"</i>	-	0.50	0.50	-	0.50
<i>Improvement of tourism infrastructure and tourist services*</i>	0.30	1.20	1.50	-	1.50
<b>TOTAL</b>	<b>0.30</b>	<b>7.70</b>	<b>8.00</b>	<b>-</b>	<b>8.00</b>



## Digital platforms for cultural heritage - 2



In order to trigger a knowledge based economy, the NRRP will favour:

- ☐ creating a national infrastructure for the provision of Cloud services, whose management and control are Italy-located
- ☐ digital contents, services, startups and platforms to enact digital transformation in the Culture sector through knowledge circulation

## “Tourism 4.0” to enhance tourist offer - 1

Mission 1 - Component 3  
, area 4: “Tourism 4.0”.  
This implies measures to  
enhance tourist offer.

M1C3 – Tourism and culture 4.0	Resources (EUR/billion)				
	Existing (a)	New (b)	Total (c) = (a)+(b)	REACT-EU (d)	TOTAL NGEU (c) + (d)
Cultural heritage Next Generation	-	2.70	2.70	-	2.70
Strengthening of the strategic plan major tourist and cultural attractors	-	1.10	1.10	-	1.10
Digital platforms and strategies for access to cultural heritage	-	0.50	0.50	-	0.50
Improving physical accessibility	-	0.30	0.30	-	0.30
Caput Mundi. Interventions on Rome artistic and cultural heritage	-	0.50	0.50	-	0.50
Development of film industry (Cinecittà project)	-	0.30	0.30	-	0.30
Minor sites, rural areas and urban suburbs	-	2.40	2.40	-	2.40
National Plan Villages	-	1.00	1.00	-	1.00
Rural Historical Heritage	-	0.50	0.50	-	0.50
Program Identity places, suburbs, parks and historical gardens	-	0.40	0.40	-	0.40
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Culture 4.0: Tourist training and initiatives for cultural diffusion in schools	-	0.40	0.40	-	0.40
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Paths in history “Slow tourism”	-	0.50	0.50	-	0.50
Improvement of tourism infrastructure and tourist services*	0.30	1.20	1.50	-	1.50
<b>TOTAL</b>	<b>0.30</b>	<b>7.70</b>	<b>8.00</b>	<b>-</b>	<b>8.00</b>

## “Tourism 4.0” to enhance tourist offer - 2

Le misure da intraprendere riguarderanno:



- ❖ Investments to strengthen guesting and hosting services in all the chain.
- ❖ Resetting standards to favor a new sustainable tourist offer.
- ❖ Backing innovation and digitalization in the tourist industry.
- ❖ A new executive framework which helps tourist networks and reskilling of the workforce in this sector.

# Integrated funding and tax credit - 1

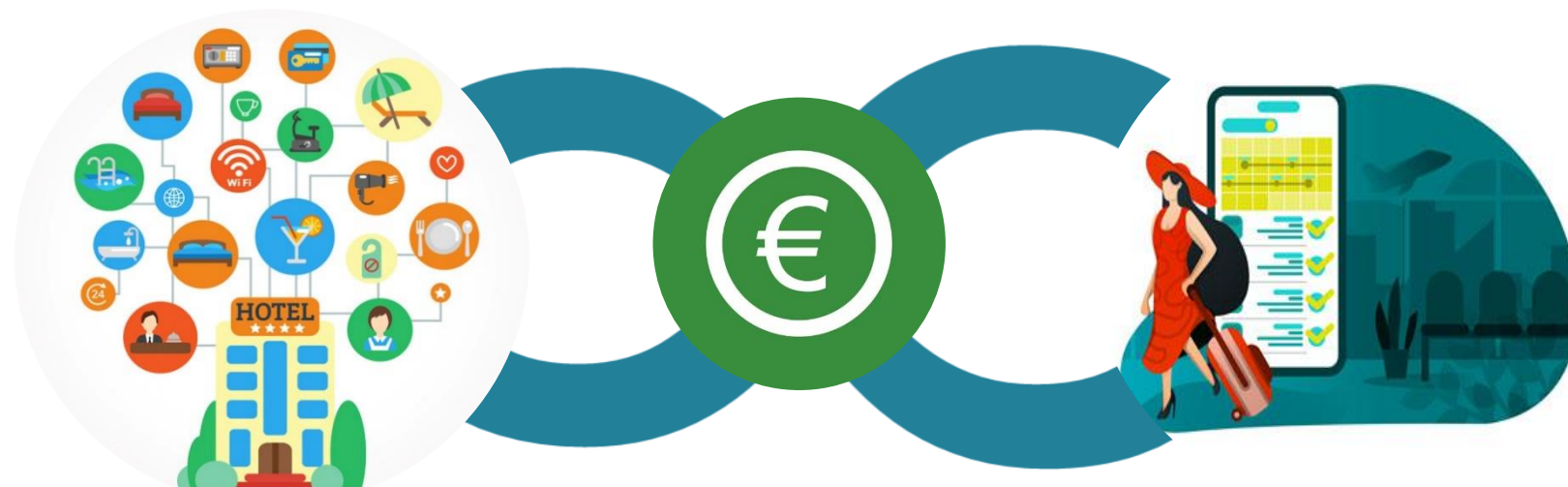
Mission 1 - Component 3.4 - investment 4.2 Integrated Funds for tourist competitiveness.

This action includes 4 different integrated funds.

M1C3 – Tourism and culture 4.0	Resources (EUR/billion)				
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<i>Improvement of tourism infrastructure and tourist services*</i>	0.30	1.20	1.50	-	1.50
<b>TOTAL</b>	<b>0.30</b>	<b>7.70</b>	<b>8.00</b>	<b>-</b>	<b>8.00</b>



## Integrated funding and tax credit - 2



### Tax credit

1

- ☐ **530 Meuro.** Tax Credit destined to accommodation, standards upgrade, sustainability. To multiply post Covid investments, funds not repaid will be granted.

## EIB funds

2

### EIB funds

European Investments Bank will grant 748 M Euro for sustainable tourism



**Banca  
europea per gli  
investimenti**

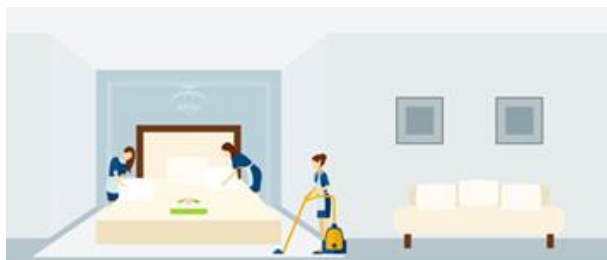
The Fund average lending ratio is 33%, therefore 2 billion investments will take place in the following areas:

- Mountain Tourism, from facilities to services
- Luxury Travel Business
- Green tourism

The Fund may raise capital through the participation in institutional initiatives to grant loans to the tourism sector



## National Tourism Fund



3

Strengthening of the National Tourism Fund (150 million) destined for refurbishing properties with high tourist potential, in particular the most iconic hotels, and enhancing local identity, fostering Italian hospitality excellence and favoring the entry of new private capital and other funds in the sector.



4

Strengthening the Special Tourism Section of Central Guarantee Fund ( 358 million) to facilitate credit access for entrepreneurs running existing business or for young people who plan to start their own business.

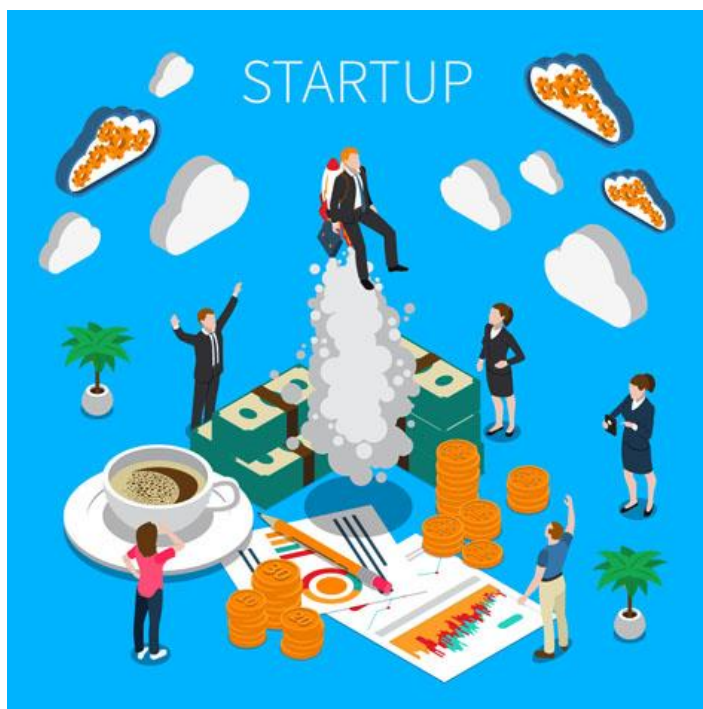
# National Fund for startups - 1

## Mission 4 - Component 2.3 , 3.2 start-up financing

The measure is aimed at integrating the resources of the National Fund for Innovation, a tool managed by Cassa Depositi e Prestiti to support the development of venture capital.

M4C2 – From research to business	Resources (EUR/bn)				
	Existing (a)	New (b)	Total (c) = (a)+(b)	REACT-EU (d)	TOTAL NGEU (c) + (d)
<b>1. Strengthening Research and Development and IPCEI initiatives</b>	<b>1.38</b>	<b>5.91</b>	<b>7.29</b>	<b>-</b>	<b>7.29</b>
Enlarged partnerships extended to universities, research centres, enterprises and funding basic research projects	-	1.61	1.61	-	1.61
Funding young researchers	-	0.60	0.60	-	0.60
Agreements for Innovation	-	0.70	0.70	-	0.70
IPCEI, Partnerships in Research and Innovation	-	1.00	1.00	-	1.00
National Research Programme Fund	0.45	0.40	0.85	-	0.85
New PRINs – Researches on topics of major national interest	0.35	0.60	0.95	-	0.95
Fund for Constructions and Research Infrastructures	0.58	1.00	1.58	-	1.58
<b>2. Technology transfer and support for innovation</b>	<b>-</b>	<b>4.00</b>	<b>4.00</b>	<b>0.48</b>	<b>4.48</b>
Innovation ecosystems and territorial champions of R&D	-	1.30	1.30	-	1.30
Strengthening research facilities and creation of national R&D samples on Key Enabling Technologies (AgriTech, Fintech, IA, Hydrogen, Biomedics)	-	1.60	1.60	-	1.60
Upgrading and thematic and territorial extension of technology transfer centres by industry segments	-	0.50	0.50	-	0.50
Innovative PhDs for business and placement of researchers in companies	-	0.60	0.60	-	0.60
PhDs and researchers green and innovation	-	-	-	0.48	0.48
<b>TOTAL</b>	<b>1.38</b>	<b>9.91</b>	<b>11.29</b>	<b>0.48</b>	<b>11.77</b>

## National Fund for startups - 2



Through this MISE implemented initiative, it will be possible to expand the audience of innovative companies benefiting from the Fund, financing private investments which create positive impacts and value for R&D as well as the overall economy.

The investment will benefit 250 SMEs by granting 700 million euros, about 1.2 million euros for each company.

The investment will support 250 SMEs by allocating 700 million euros, with an average participation of 1.2 million euros for each company

## Women entrepreneurship - 1

Mission 5 - Component 1.1  
investment 1.2 – women  
entrepreneurship

M5C1 – Work Policies	Resources (EUR/mld)				
	Existing (a)	New (b)	Total (c) = (a)+(b)	ACT-EU (d)	TOTAL NGEU (c) + (d)
Active labour policies and support for employment	0,40	5,60	6,00	1,50	7,50
Active labour policies and training	0,40	2,60	3,00	0,50	3,50
Support for women's entrepreneurship	-	0,40	0,40	-	0,40
Dual apprenticeship	-	0,60	0,60	-	0,60
New Skills Plan	-	2,00	2,00	1,00	3,00
Tax advantage for work in the south and new recruitments of young people and women **	-	-	-	4,47	4,47
Universal Civil Service	0,40	0,25	0,65	-	0,65
<b>TOTAL</b>	<b>0,80</b>	<b>5,85</b>	<b>6,65</b>	<b>5,97</b>	<b>12,62</b>

The measure is aimed at raising the participation level of women in the labor market through an integrated investment strategy spanning from fiscal help to counseling.

## Women entrepreneurship - 2

### GOALS

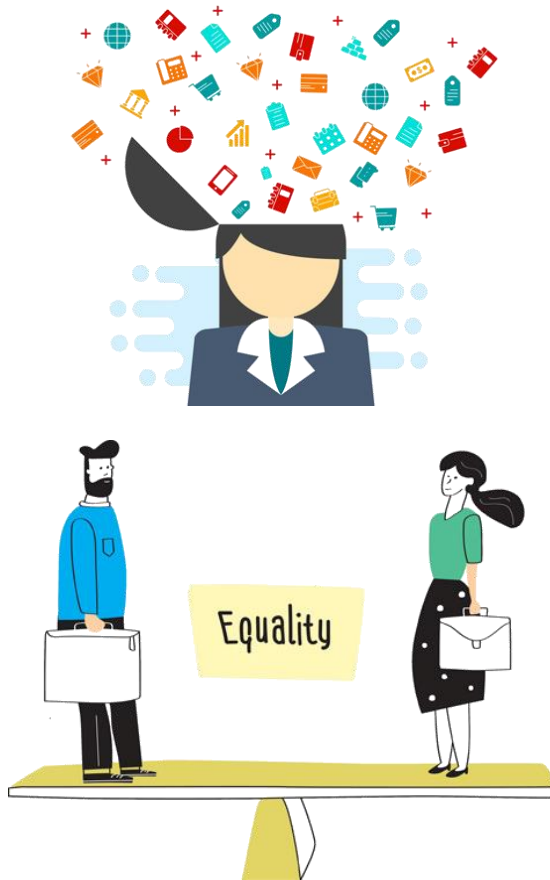


- ☐ Promoting female entrepreneurship, by ordering and redesigning the current support tools according to newer ambitious visions.
- ☐ Supporting best practices for women enterprises such as digitalization and green transformation.



## Women entrepreneurship - 3

### GOALS



- ☐ Supporting female start-ups consistently with women's vocations and needs, and work-life balance.
- ☐ Implementing a positive cultural environment through spreading women's best practices in business at schools and universities.
- ☐ Creating equal gender standards to reward companies which reduce the gender gap



## Gender policies: the Women's Fund for Business

A Women's Fund for Business will be enacted for financing women enterprises, startups and innovation ("Smart&Start").



Blueprints will be finetuned in real time. Actions include: NITO, funds for SMEs and auto-entrepreneurship – “Smart & Start, for funding startups and innovative SMEs, whose funds will be specifically allocated to female entrepreneurship

## Gender policies: the Women's Fund for Business 2021

The Budget Law 2021 established the Fund (more legal technicalities needed to be approved).



The Fund will include “accompanying measures” such as mentoring, technical-managerial support, work-life balance policies, multimedia communication campaigns, assessments).

# Special Economic Zones (SEZ) - 1

MSC3 – Special interventions for territorial cohesion	Resources (EUR/mld)				
	Existing (a)	New (b)	Total (c) = (a)+(b)	ACT-EU (d)	TOTAL NGEU (c) + (d)
National Strategy for Inner Areas	-	1,50	1,50	-	1,50
Interventions for the Earthquake Areas	-	1,78	1,78	-	1,78
Innovation ecosystems in the South in marginalised urban contexts	-	0,60	0,60	-	0,60
Valorisation of property confiscated from the Mafia	-	0,30	0,30	-	0,30
<b>TOTAL</b>	-	<b>4,18</b>	<b>4,18</b>	-	<b>4,18</b>

Mission 5 - Component 3, Reform 1,  
Special Economic Zones (SEZ)

## Special Economic Zones (SEZ) - 2

Special economic zones (SEZ) are areas located in Southern Italy which benefit from a special fiscal legislation. To encourage businesses to set up in the zone, financial policies such as tax advantages are introduced as well as a special labour legislation.

**SEZs in Italy:** Campania Region; Calabria; Interregional “Ionian” in the Regions of Puglia and Basilicata; Adriatic Interregional in Puglia and Molise Regions; Western Sicily; Eastern Sicily, Abruzzo ; Sardinia Region (not yet established)

## Special economic zones, better e-procurement

**The reform aims to simplify governance within the SEZs and to favor entrepreneurship ,efficient and quick procurement policies and procedures**



- ❑ In each SEZ, the government appoints a special commissioner, whose capacity includes authorizing any facility liaising with communities and stakeholders.
- ❑ The focus is to enable relocation and improving the in Southern Italy, sustaining new economic activities. “Digital One Stop Shop ZES” will be created to simplify administrative procedures for setting up businesses in SEZ areas. the foreign investment attractiveness will be enhanced, in order to trigger growth and reduce unemployment





## Contatti

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## Seguici su

