

# The Only Shop

The only shop..... in our opinion  
(so that the shop for the enterprises becomes a service for them)

By now we all have known for a long time that one of the main innovations introduced by the law concerning the Only Shop is to give the entrepreneur, if he/she wants to realize or to modify a productive takeover, to chance of presenting an only demand. In the past a great deal of them was required and all of them were issued by various Agencies with different times.

In our Region, in particular, it has been chosen a quick procedure: the **Conference of Services**. The convocation within 15 days from the presentation of the demand is required.

So the Shop has got the keys of two synergistic systems, that is:

- Simplification and speeding up of the administrative procedure;
- Punctual and constant activity of management in order to involve the agencies interested within the Conference of services.

These two objectives make us aware in the first place that our activity of simplification is primary and the activity of coordination with Offices and Services must be daily.

These objectives are not a static phenomenon but a dynamic fact that envisages a daily re-examination through relationships and it is based on the spotting of a reporting person (motivated and involved) for every single service or agency.

This new approach provide us with a different perspective, therefore it is necessary to know:

## **WHAT WE MUST DO:**

- Research the simplest and shortest procedures;
- Create and favours the best atmosphere in order to stimulate or to favour the local economic development;
- Coordinate the jobs among agencies of services and offices competent for the subprocedural aspects;
- Speed up the times of procedures.

## **WHAT WE MUST BE:**

- The only interlocutor of the Public Administration with the enterprises;
- Sensitive receivers of the needs of enterprises;
- Transparent subjects in the ways and the shapes of the procedure.

## **WHAT WE ARE NOT AND WHAT WE DO NOT HAVE TO BE:**

- Bureaucrates.

For a real activity of simplification, rapidity and innovation, it is necessary to rely on motivated people.

A very important condition for the effectiveness and the credibility of the Only Shop is the improvement of administrative functions.

These objectives must be shared with all the group in order to collect, to coordinate and to know all the documents necessary for the best outcome of the procedure.

It is important a continuous activity of management of the relations, an activity of collaboration and a constant coordination with Offices and Agencies. All that must be carried out daily. The web of relationships are very important to arrive at a true system of quality in the management of the Shop. It is necessary "to live" the Only Shop and not to surrender to difficulties.

The staff of the Only Shop of La Spezia is motivated and creative, able to listen and able to inform and guide the citizen. Communication must be clear.

Particular attention has been drawn to the oral, written and virtual communication.

The Only Shop has the aim of realizing simple, clear and effective communication because it is important to save time and reduce the risks of misunderstandings and incomprehensions.

Main engagement is the understanding of the requirements of the citizen/entrepreneur, to inform and orient him and to facilitate the access to the service.

In the law all the passages of the procedure of the Conference of the Services are outlined, but to arrive at a good result it is important to respect the times and to cooperate with Agencies and Services, with planners and entrepreneurs. The law must be respected and the work of the people of the Only Shop is also very important.

The Conference of the Services must be a real instrument of simplification of the administration procedures and, for this reason the work of the staff of the different offices is really important.

The activities of the Only Shop are:

- To understand the requirements of the customer - enterprise, even if they are not clear;
- To guarantee the relations with the people of the Only Shop;
- To coordinate the competence of the inner services;
- To operate with flexibility and informality;
- To remind of the date of the Conference and to verify further demands of the different Public Administrations involved;
- To give the best attention to possible anomalies that may occur during the procedure and to find the most suitable solution;
- To make sure that the service has realised the expectations of the customer.

We are organizing a specific survey concerning the Conference of the Services the development and quality of the Only Shop.

During the years of the running of the Only Shop, we have tried to put a rule into effect.

During the working period we have been allowed to highlight a very important aspect of the relations among Bodies that may create difficulties.

While in some Bodies there exists a separation among activities of prevention, information and control, in other offices there is no separation. This double role of information and prevention on one side and control on the other, sometimes creates difficulties of communication during the Conference of the Services.

Sharing is the basis of the activity of the Only Shop. All this obliges the Shop to transform the law obligation into an opportunity for enterprises, in order to facilitate the entrepreneur.

Today we must give clear and effective information and we must share ways, shapes and criteria among the bodies located in the same territory for the start, management and conclusion of procedures.

The instrument offered by the Only Shop mustn't only modify the public part, but also operators and professional men and women who must meet the requests given by the new procedural systems. Their habits must be changed.

The Only Shop of La Spezia has got a lot of activities which can be summarised as followed:

- Carefully dealing with information;
- Actions of information and sensitization towards the Associations of Category and the External Bodies in order to reduce the difficulties caused by little flexibility ;
- Plans and initiatives perceived as priority;
- Realisation of a Web page. There are questions by e-mail and a questionnaire for surfers;
- Editing of house organ and publishing of articles from specific magazines;
- Delivering of the questionnaire for a constant improvement of the service;
- "Return information" that comes every day with direct contacts or telephone talks with the customers;
- Constant examination of proposals or criticisms written by the Web surfers.

There has been a change from an Administration for acts to one for results with a greater autonomy and responsibility of the Public Administration.

Finally we can affirm that to obtain results there must have objectives. In our case they are:

- Simplification;
- Regulation of discipline of the activities of the Only Shop (approved in the 19 November 2002);
- Modernization of Web page;

- Training and information stages for students of the fourth year of Commercial Schools;
- Realization of a Vademecum of the entrepreneur;
- Constant information with direct ways (from the office itself or through telephone calls) and through the Web page;
- Realization of cognitive survey of enterprises and assessment of the Only Shop:

We have realized an agreement with ASSINDUSTRIA – C.N.A – CONFARTIGIANATO in order to increase the front office of the Only Shop and to offer a wider service to enterprises. They have been realized training courses for the associations carried out by our Only Shop. The courses have been based on the explanation of the rule, the solution of cases, practical tests of the management of the only procedure and the use of software for the computerized management of the procedures.

The plan has been fully realized and has received the acknowledgement of the Department of the Local Economies – The Prime Minister's Office.

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