Faenza - socio-demographic and economic data

The Urban Hub project for territorial regeneration has been launched

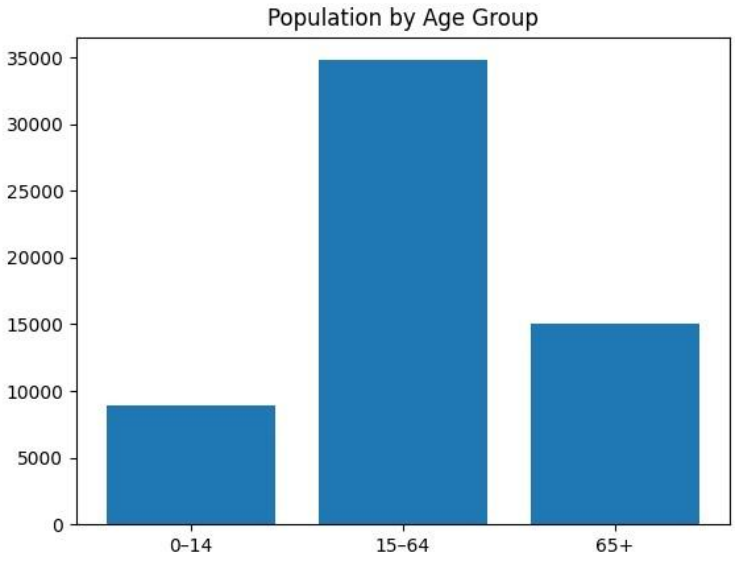
Demographics

Faenza is part of the Union of Romagna Faentina, which consists of six municipalities.
The city of Faenza has 58,777 inhabitants out of the union's total of 88,000.
There are 29,033 males and 29,744 females (49.3% men and 50.7% women), with a population density of about 270 inhabitants per km².

- 25.63% are aged 65 or over (approximately 15,059 residents)
- 15.18% are under 15 years old (about 8,918 minors)
- The working-age population (15–64) represents 59.19% (about 34,800 residents)

The natural population balance in 2024 is negative (-349), with 356 births and 705 deaths, confirming a long-term trend.
However, a positive migratory balance (+234) helps stabilize the overall population, thanks to people moving in from other municipalities and abroad.

Population by Age Group



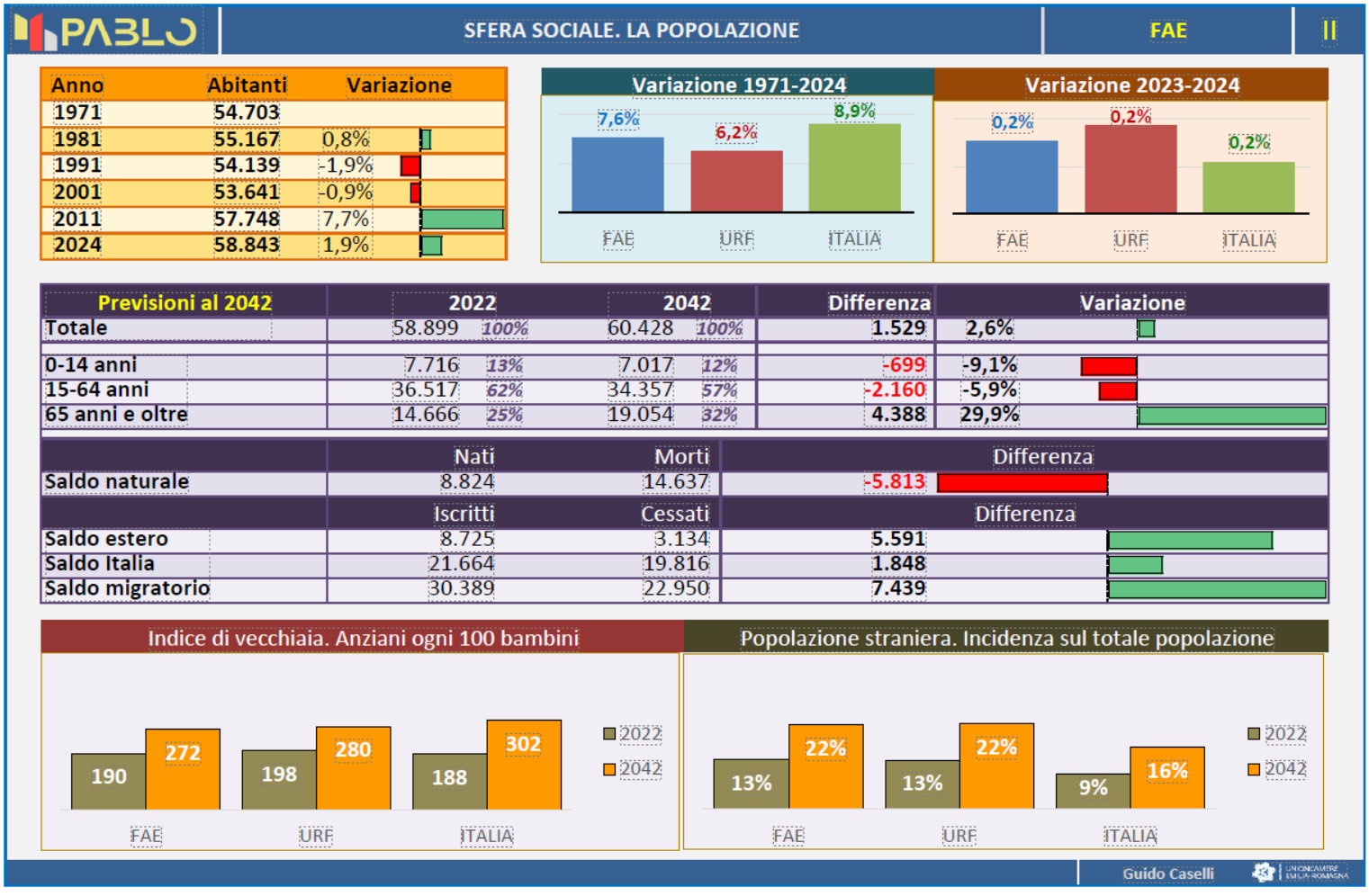
Migration Dynamics and Foreign Population

Despite its aging population, Faenza shows strong attractiveness, supported by good services and mobility.
Between 2021 and 2023, the average annual migratory balance was around +200 people, mainly due to inflows from other Italian municipalities and foreign countries.

The foreign population amounts to approximately 7,423 people (12.42% of the total), a figure that has grown significantly over the past two decades.

Age distribution of foreign residents:

- 0–14 years: 1,353
- 15–24 years: 780
- 25–64 years: 4,827
- 65+ years: 463
- The main foreign communities come from Albania, Romania, Morocco, Senegal, Moldova, and Ukraine.



Employment

The unemployment rate in 2023 stands at 4.6%, an improvement compared to 5.4% in the previous year and lower than the regional average (5.0%).

In 2021, Faenza had 28,039 people in the labor force, including:

- 26,284 employed (about 93.7%)
- 1,755 unemployed

The effective unemployment rate is 6.3%, higher among women (7.4%) than men (5.3%).
The non-active population (23,157 people) includes retirees, students, homemakers, and others not in the labor force.

Youth unemployment (ages 15–34) has increased by about 2.6 percentage points in 2023 in the province of Ravenna, which is a cause for concern.

Faenza's economic structure is highly diversified, with major employment sectors including:

- Manufacturing, especially mechanical engineering, artistic ceramics, and agri-food production
- Services, growing steadily in commerce, cultural tourism, and personal services
- Agriculture, still strategic in rural and suburban areas, with specialized production (wine-growing, fruit and vegetable farming, olive cultivation)
- Public administration, education, and healthcare, a stable sector with a strong presence of qualified and female workers

The female employment rate is 45.1%, compared to 57.9% for men.

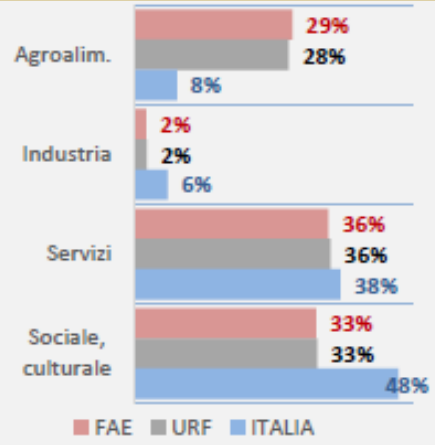
The average taxable income of Faenza residents is about €21,800 per year. Income distribution shows a predominance of middle-income earners, with a limited number of very high or very low incomes.

Co-funded by the European Union

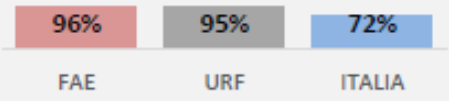
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	Imprese/organizz.		Addetti	
Agroalimentare	16	2,7%	2.651	28,9%
Industria	6	1,0%	119	1,3%
Costruzioni	3	0,5%	80	0,9%
Commercio-Ristorazione	9	1,5%	2.079	22,7%
Servizi	41	7,0%	1.183	12,9%
Istruzione	16	2,7%	190	2,1%
Sanità	13	2,2%	12	0,1%
Sociale	43	7,3%	2.619	28,6%
Cultura, intrattenimento	36	6,1%	16	0,2%
Sport, divertimento	167	28,4%	129	1,4%
Organizzazioni associative	237	40,4%	85	0,9%
TOTALE	587	100%	9.164	100,0%
Associazioni	433	73,8%	166	1,8%
Cooperative	75	12,8%	8.785	95,9%
di cui coop.ve sociali	17	2,9%	2.732	29,8%
Fondazioni	12	2,0%	120	1,3%
Altre forme	67	11,4%	93	1,0%

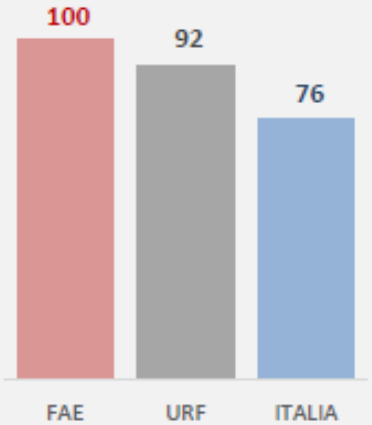
Quanto incidono i settori? (occupazione)



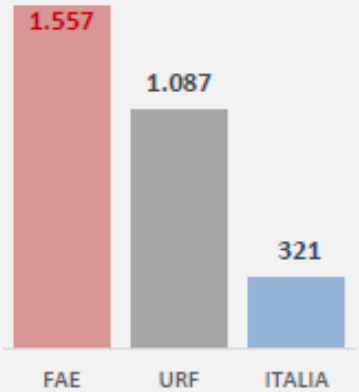
Quanto incide la cooperazione? (occupati)



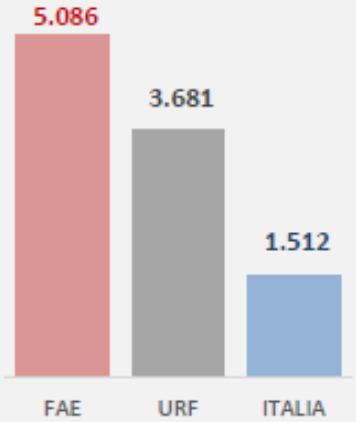
Organizzazioni ogni 10mila abitanti



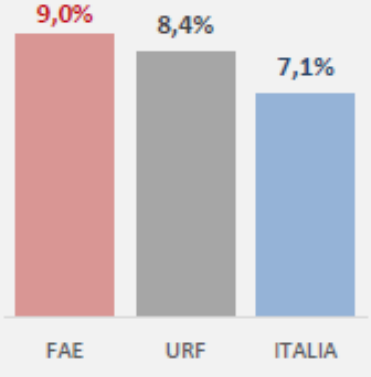
Addetti ogni 10mila abitanti



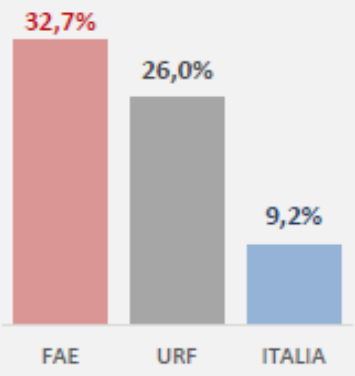
Valore aggiunto ogni 10mila abitanti



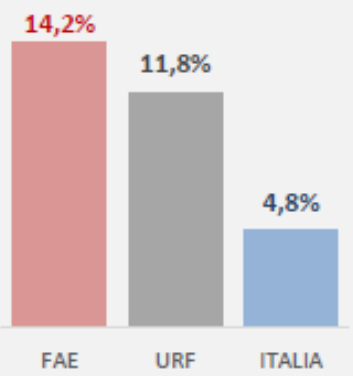
Organizz. ec.soc. su totale unità locali



Addetti ec.soc. su totale addetti

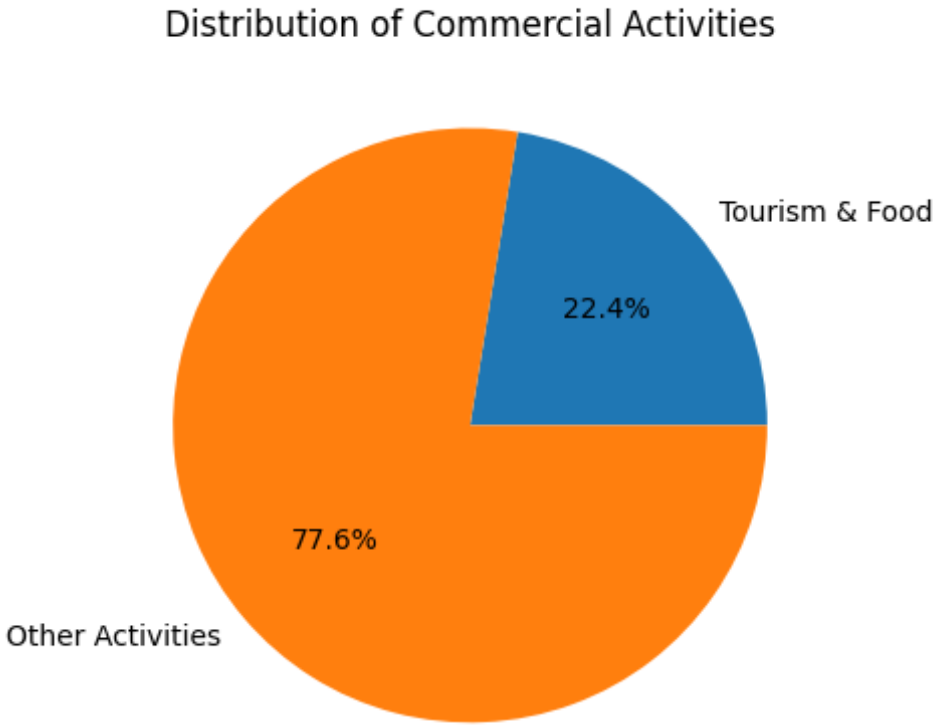


Valore aggiunto ec.soc. su totale V.A.



Fonte: sistema informativo Pablo su dati dell'Atlante dell'economia sociale, Unioncamere Emilia-Romagna - Aiccon

here are 1,542 businesses operating in the city, including traditional shops, para-commercial activities, and local services related to tourism and food service.
Tourism and food service activities number 346, playing an important role in the local commercial ecosystem.



Tourism

Provisional but nearly complete data for 2024 confirm steady growth, with:

- 55,272 arrivals
- 154,457 overnight stays

Foreign tourism drives much of this growth.
Between 2018 and 2024, Italian tourists accounted for an average of 76.5% of arrivals, while foreign tourists represented 23.5%.

Main countries of origin:

- Germany
- France
- United Kingdom
- Switzerland

TURISMO. Capacità ricettiva, anno 2023

	FAE	URF	ITALIA
ESERCIZI ALBERGHIERI			
Numero	8	19	36.216
Letti	530	1.197	2.397.379
Camere	261	632	1.147.094
Bagni	261	632	1.156.875
di cui esercizi 5 stelle	:	:	750
di cui esercizi 4 stelle	5	6	6.987
di cui esercizi 3 stelle	1	10	16.265
di cui esercizi 2 stelle	:	1	5.739
di cui esercizi 1 stella	:	:	2.547
di cui residenze	2	2	3.928
ESERCIZI NON ALBERGHIERI			
Numero	69	141	205.754
Letti	566	1.990	3.074.707
di cui campeggi e villaggi turistici	:	3	2.726
di cui alloggi in affitto	25	47	134.351
di cui agriturismi	11	42	23.050
di cui ostelli	:	:	728
di cui case per ferie	-	-	2.196
di cui rifugi alpini	:	1	1.322
di cui altri esercizi ricettivi	-	:	8.325
di cui bed & breakfast	33	48	33.056
TOTALE ESERCIZI ALBERGHIERI E NON			
Numero	77	160	241.970
Letti	1.096	3.187	5.472.086
Offerta alberghiera (letti) sul totale	23,8%	19,8%	21,0%
Posti letto per cento abitanti	1,9	3,6	9,3

TURISMO. Arrivi e presenze, anno 2023 e variazione rispetto all'anno precedente

	FAE	URF	ITALIA
Arrivi	51.119	77.314	142.444.715
Presenze	152.289	242.179	484.676.287
Var.arrivi	-14,2%	-14,6%	12,4%
Var.presenze	1,1%	-2,4%	8,3%
% arrivi non residenti	22,6%	23,1%	51,8%
% presenze non residenti	26,9%	25,7%	53,7%
Presenze per posto letto	138,95	75,99	88,57
Arrivi per abitante	0,9	0,9	2,4
Presenze per abitante	2,6	2,7	8,2

Artistic and Scientific Activities

Faenza's cultural and productive identity is strongly linked to its tradition of ceramic art, which remains vibrant thanks to artisan workshops, contemporary studios, and design laboratories.

A central role in the city's cultural life is played by Teatro Masini, one of the most significant exa

mples of neoclassical architecture in Italy and part of the European Route of Historic Theatres. With around 500 seats, it hosts a rich and diverse theatre season, featuring 55 events planned for 2024/25.

In the field of education, the city is home to ISIA – Higher Institute for Artistic Industries, recognized nationally for its focus on experimental design and applied contemporary languages.

Faenza also hosts the CNR–ISTEC Research Center (Institute of Science and Technology of Ceramic Materials), specializing in advanced materials, bioceramics, and sustainability technologies, linking Faenza to international innovation networks.

Another relevant sector is motorsport engineering, connecting Faenza to the Emilia-Romagna "Motor Valley," with notable presences such as Gresini Racing (MotoGP) and Racing Bulls (Formula 1, formerly AlphaTauri).

Urban Hub

Local businesses show interest in the Urban Hub project, which fits into a complex economic context affected by commercial decline, demographic shifts, and new consumer behaviors.

Key challenges include:

- Gradual decline of traditional commercial activities, especially quality sectors (clothing, bookstores, stationery shops, specialized retail)
- Emergence of temporary or low-value businesses that do not contribute to urban regeneration
- Competition from large out-of-town shopping centers with easy car access and free parking
- Logistical difficulties related to available spaces, flexibility of use, delivery, and customer accessibility
- Widespread resistance among micro-enterprises to digital transition and innovation processes

Innovation needs expressed by local operators include:

- Modular, accessible, shared spaces suitable for new or flexible business models
- Simplified regulations for temporary or multifunctional use of spaces
- Support services for innovation and digitalization, especially for retail, crafts, and hospitality
- Urban marketing initiatives to strengthen the commercial identity and appeal of the city center

The Urban Hub can serve as a platform for economic regeneration and urban innovation, provided it integrates into a broader strategy of simplification, business support, and enhancement of the urban context.

It must also address the needs highlighted by local businesses, particularly by:

- Offering affordable spaces adaptable to various activities (workshops, small shops, services, cultural activities)
- Supporting existing businesses through digitalization and ecological transition pathways
- Promoting incentives and clear rules for reusing vacant spaces
- Building a network of relationships, proximity services, and community activities around the Hub

The Hub cannot solve all issues alone but can act as a catalyst for revitalization within a shared vision of a more inclusive, attractive, and livable city.

Governance of the Hub

The Urban Hub of Faenza is based on a local development model centered on cooperation between public administration and private stakeholders.

Governance will be formalized through a Partnership Agreement, defining participating actors, responsibilities, and operational procedures. This agreement will evolve from the existing City Center Steering Committee.

The Municipality of Faenza will play a central role, being responsible for launching, coordinating, and monitoring activities.
Since the Hub does not have legal personality, the Municipality will handle formal aspects such as project participation, management of public funds, and financial reporting.
