



Campobasso Local Action Plan

RUnUP Thematic Network

AN URBACT II PROJECT



Connecting cities
Building successes



Contents

Foreword

The Economic Assessment

Campobasso in the RUnUP project

How RUnUP relates to local strategies

The role of Universities in Campobasso

The URBACT Local Support Group

Network event participation

Campobasso Local Action Plan

Conclusions

Foreword

The RUnUP project represents a significant aspect of the complex effort of Campobasso community towards the re-qualification of Campobasso city as a regional capital. So a challenge, on one hand the need to confirm and affirm its role as a regional capital city, the other must meet the external challenges in order to avoid marginalization and provincialism where medium-sized cities may fall.

Surely this cannot be just the challenge of the administration but should be a shared path shaking deep in the conscience of citizens and of all economic and scientific operators.

This work is complex, it's not enough producing strategic documents and proclamations but we have to immerse ourselves in the reality of the needs of the people and civil society to understand how to overcome the impasse of the present situation that every day becomes more difficult.

The economic crisis gripping everyone, especially the small communities like ours, funds are scarce and we have to give breath and life to new investment and new recipes for young people who migrate for those who lose their jobs work for the marginalized and for those who love this place and live in the city, avoiding, as on so many occasions, to leave our reality.

Of course this means that the administration is in the front row to try to remove this difficult situation, putting in motion resources, including private, for the recovery of the economy, to rebuild the trust of citizens urging the authorities and potential investors in a common project, in order to make the city more liveable. To do this we need to intercept the needs and turn them into development policies, also with the support of funding at national regional, European level.

The strategies adopted must deploy all the energy we need to bring out the individual and collective capacities to activate networking urban policies, keeping in mind the employment, social cohesion and sustainable physical transformation of the area.

The middle-size city of Campobasso, only in this way can lift his head and revive its cultural social and economic identity, which was also based on quality crafts.

No coincidence that these themes are reflected in the Local Action Plan and in the non-profit activities promoted by our administration. It must again point out the realities of quality such as our research and cultural centres that are making this city and this region, a small chest of knowledge.



Mayor, Luigi di Bartolomeo

The Economic Assessment

The socio-economic area considered by the LAP is made by the Municipality capital and the ten Municipalities in the belt of Campobasso, that are Busso, Baranello, Campodipietra, Ferrazzano, Matrice, Mirabello, Oratino, Ripalimosani, Vinchiaturio and San Giovanni in Galdo.

Relevant aspects of the area are:

Population. Population growing and moving from one Municipality to the other. To 2009 (ISTAT data) the population considered by the LAP the LAP has about 73,000 inhabitants, 23% of the total regional population, registering a growth trend of 4.7% compared to 1991 data reported in countertendency with respect to the downward trend for the regional population (-3%).

The distribution of the population in the reference area is obviously very biased in favour of the city of Campobasso, that alone adds up to 71% to the entire population, although there is an on-going transfer phenomenon of families who live and work in Campobasso, towards the small municipalities there are in the first city belt with a population increase of those ones. In fact, during the reporting period, population growth in the city of Campobasso is 0.5%, while the neighbouring municipalities are registering very marked increases: Campodipietra (+50.7%), Ferrazzano (+30.6%), Mirabello (+18.4%), Oratino (+20.7%), Ripalimosani (+16.8%), Vinchiaturio (+19.7%); for the remaining municipalities of the area there is a contraction of the population.

These municipalities are also changing their demographic tendency, reversing the ageing processes that characterize the whole territory, but more generally the whole region, because the common boundary of an index of all recorded significantly lower than the average age of the area which is equal to 147%.

Employment. The local labour market of Campobasso, represents, in terms of population, about 63% of the Local Labour System (SSL, statistical homogeneous area by ISTAT), shows an activity rate amounted to 45.5, better than the value recorded for the other SSL, with the exception of Isernia (46.7); the employment rate is 40.8, higher than the values of the other SSL, with the exception of Montenero di Bisaccia (41.7), Termoli (41) and Isernia (42.8); the unemployment rate amounted to 10.3, which is higher than the values recorded for the other SSL.

Enterprises. In 2008, the number of active enterprises (Movimprese - Infocamere) in LAP area amounts to 5,953, with 463 new units compared with 460 recorded deaths, a birth rate and mortality of 6.8%. The values show, for the LAP area, a more dynamic and entrepreneurial tendency than the provincial average (birth rate 5.3%) and than the regional one (birth rate 5.6%).

From a structural standpoint, the distribution of economic activities, in terms of sectoral distribution of total local units on the sectors concerned (ISTAT census 2001), in the territory of the LAP show, in line with the regional data, the prevalence of service/trades sector, 45.3% against 40% for the entire region, 33% for both LAP that area for the region; but the incidence of industry is lower (9.8% and 11.5%) and construction (11.5% and 14.3%).

Local Economy. The SSL Campobasso shows in 2005 a value added at basic prices (per capita) of €18,198, an increase of 3.6% compared to 2001. At the sectoral level, data on the distribution system of the area are confirmed, in fact, 81% of the value added is attributable to the service/trades sector, compared with a 15.8% of industry and a residual 2.8% agriculture (ISTAT data). The personal income tax for residents of the LAP area is €6,943, higher than the regional average which is €5953.7 (Censis, 2008).

The analysis examines the main indicators of economic development, ie Gross Domestic Product (GDP) and rates of economic growth, integrating the information derived in this way with the conclusions resulting from the study of data on the sectoral composition of the economic system and the structural number and type of active enterprises in the region. In this way you can describe the structure of the economic system of the Molise region in the light of the dynamics of development recorded.

The analysis of data in the Territorial Economic Accounts produced by ISTAT, shows how the Molise region is characterized by a level of GDP per capita significantly lower than the level recorded in the rest of Italy (Table 1). The comparison of the values at the regional level allows, however, to evidence that while the performance trials are significantly lower than those recorded at the northern and central regions, levels of economic development occurred in Molise are substantially higher compared to those characterizing the regions of Southern Italy, with the exception of Abruzzo.

Although consistent with the conclusions discussed above, apart from 2008 for which are obvious the effects of the economic crisis, the results obtained from the calculation of growth rates of GDP per capita annual and annual average in 2000–2008, identify the substantial static nature of the economic system both at national and regional level, with growth rates significantly lower than 1% and in some cases negative.

The economic system is divided into three macro-sectors, ie 'Agriculture, forestry and fishing', 'Industry' and 'Service' (bold in Table 5). The sum of the values comprises the total value added of the economic system. The highlighted lines for each of the three fields describe the composition in terms of economic activities, eg the primary sector is made up 93.63% from the agricultural activities.

Finally, for the structurally more complex economic activities it describes the typological composition in order to proceed to a better understanding of the economic system of the region, eg the activity of trade which represents 29.65% of the tertiary sector and is made up for 55.41% of activities related to the wholesale trade and retail, for about 16% from activities related to hotels and restaurants and for 28.52% of transport and communication activities.

The results are showing that the economic system of Molise is represented in terms of production capacity of income mainly from the tertiary sector. Indeed, the services contribute on average over the period 2000–2007, the production of approximately 69.7% of the regional added value. In addition, the increasing trend shown in the period, with values ranging from 68.68% in 2000 to 70.73% in 2007, suggesting the existence of the phenomena of increased outsourcing of jobs in the economy.

It is also of particular interest is the distribution of value added of the tertiary sector between the different activities defined as it is to be produced for as much as 41% in 2007 (the value is considered stable in the series) from activities that fall within 'scope of action of the Public Administration.

Finally, as intuitively expected, these conditions are reflected not only in a poor representation of the primary sector (generally occurred because of reduced production of value added) and industry, but also in the existence of the phenomena of reduction of production capacity in a dynamic time.

In this context, it is worth highlighting that within the secondary sector, as generally occurs, the manufacturing industry appears to be the primary production sector. Moreover, within this, in Molise, mechanical engineering (29% in 2007) is particularly important in terms of production capacity, followed by metallurgical and from food processing (15,43% and 15,08% respectively in 2007). It highlights the trend of reduction in production capacity allocated to the textile and clothing sector with values ranging from 14,70% in 2000 to 12,73% in 2007.

Using data provided by the Chamber of Commerce of Molise on the dynamics of birth/death of businesses (Movimprese investigation), it can be seen in the second quarter of 2010 in California there are 35.752 registered enterprises, of which 75% in the province of Campobasso and remaining 25% in the province of Isernia (Table 6). It shows that the proportions in the distribution of the relative abundance of business between the two provinces is substantially stable within the different sectors defined by the use of codes of economic activity (ATECO codes).

Campobasso in the RUnUP Project

Campobasso with a population of 53,321 people is the capital of the central Italian region of Molise (see figure 1.1) bordered by the Sannio and Matese mountains and the Adriatic Sea. The economy of the Municipality and Province of Campobasso and Region of Molise are based on Agriculture and Trade. The business population is mainly composed of Small and Medium-Sized Enterprises and this along with a 13.7% rate of unemployment.

Key challenges include:

- existing economic structure is dominated by small scale/uncompetitive agriculture
- lack of entrepreneurial culture between businessmen
- small scale operative capacity of Local Economic Development actors and bodies

RUnUP participation will allow for:

- strategic transformation of rural sector towards competitive agricultural businesses
- increased training and education opportunities for business operators
- participated Local Action Planning for Local Economic Development actors
- Development of new economic sectors in particular Bio-Medical and Sustainable industries

Campobasso contribution to RUnUP will include:

- Discussing with project partners about locally implemented methodologies
- Hosting study visits
- Bringing ULSG action results to RUnUP partners
- Member of the Project Management Group (PMG) (12.1)
- Development and implementation of actions (1.1: 2.1: 3.1, 3.2, 3.3: 4.3: 5.1, 5.3: 6.3: 7.1: 10.2: 11.1:)
- Participation in actions (6.1, 6.2, 6.3)
- The contribution to the communication and dissemination activities (8.1, 8.2, 8.3 and 8.4).

How RUnUP relates to local strategies

Main objective for the Campobasso ULSG was the integration of different levels of planning that are active in the area (national, regional, provincial) and in addition the Municipality planning (LAP, Integrated Planning for Urban Development, synthesis of the upper planning levels) made with the support of Molise Regional Authority. The ULSG was committed in sharing the LAP development phases and transform it in an URBACT local action plan.

The reference area of the LAP coincides with the one identified in regional guidelines being established by the Municipality capital and the ten Municipalities in the belt of Campobasso, that is to say, Busso, Baranello, Campodipietra, Ferrazzano, Matrice, Mirabello, Oratino, Ripalimosani, Vinchiatturo, San Giovanni in Galdo.

This is an area that already in recent years has experienced both through the Territorial Strategic Plan, both other policy instruments through a few attempts of 'reasoning from a wide area' and did not reach all desired objectives.

The great work of analysis, planning and involvement for social, institutional and economic premises are not in fact always accompanied by the equally indispensable work of prioritizing the interests and setting priorities, leaving some unanswered the increasingly urgent needs expressed by this urban system.

Moreover, as previously indicated in the baseline study, the LAP is in line with ERDF Competitiveness Programme Axis 1 focussed on "R & D, innovation and entrepreneurship". Those funds are creating the financial support to the concrete operations included in the planning.

An urban system characterized by phenomena of increasing polarization in the regional capital of services, marked by new residential models oriented to foster the growth of the population in some surrounding towns while inhabitants are continuing to gravitate to the common interests inside the regional capital of services, trade and public administration

The role of Universities in Campobasso

The integration of services for enterprises and entrepreneurs linked to knowledge and technology transfer in particular connections with universities and research centres was seen as the key challenge in the original URBACT II RUnUP declaration of interest.

The municipality of Campobasso is home to two universities, the public University of Molise and the private Catholic University of the Sacred Heart operating alongside other knowledge-base partners including the Chamber of Commerce and Innovation Point located at the Cittadella dell' Economia.

The key challenge for the municipality of Campobasso is to mobilise these universities to support its economic development priorities in particular to support the development of new economic sectors around Bio-Medical / Bio-Technology and Sustainability (Energy and Construction) and enhancement of support for the agricultural industries of Campobasso through the work of the Scientific and Technological Park of Molise.

In this context the Municipality has included the public University of Molise, the private Catholic University of the Sacred Heart and the Scientific and Technological Park of Molise as key partners in its URBACT local Support Group.

The University of Molise, a publicly funded University, was founded in 1982 and currently has 10,000 students across eight faculties; Economics, Agriculture, Law, Health Sciences, Natural Sciences, Human and Social Sciences, Engineering, Medicine and Surgery and a specialist centre for teacher training with the faculties of Economics, Law and Human and Social Sciences being the 3 largest faculties based on student numbers.

The University is located in Campobasso and over three other sites, Termoli (course of Tourism, faculty of Engineering), Isernia (Course of Political Science, Courses of Literature and Heritage), and Pesche (Faculty of Natural Sciences).

Linked to the local economy of Campobasso and the modernisation of its existing sectors, the Faculty of Agriculture delivers first degrees in Agricultural Engineering, Agricultural Sciences, Animal Production Science, Food Science, Forest Sciences and specialist degrees in Agricultural Sciences, Agroalimentary Engineering, Food Science, and Forest Sciences.

Linked to the development of potential new sectors the Faculty of Natural Sciences delivers first level degrees in Biology, Environmental Sciences, Informatics, Optics and Optometry and a specialist degree in Biology.

The University Faculty of Medicine and Surgery delivers first level degrees in Medicine and surgery, Dietetics, Nursing Sciences, Obstetrics Sciences, Prevention in Work Places and Psychiatric Rehab Techniques.

Alongside these faculties the university has specialists working in the following departments:

1. Department of Science and Technology for the Environment and Territory
2. Department of Animal Plant and Environmental Sciences
3. Department of Agro-Alimentary, Environmental and Microbiological Sciences and Technologies
4. Department of Health Sciences

The work of the University with industry is at an early stage of development but particular importance is being placed on the work of the Industrial Liaison Office (ILO) of the University of Molise which has a particular remit to:

- Initiate and foster systematic relations with the economic and productive actors, in particular SMEs, to disseminate research results of the universities;
- Promote appropriate forms of cooperation with the business sector to deal with issues related to the technology transfer and support of spin-offs.

The ILO at University of Molise was established, together with ILOs from other Italian Universities (Cassino, Viterbo and Salerno) with the wide objectives of:

- Protect and enhance intellectual property and patenting;
- Create a culture base on innovation, disseminating knowledge and innovative tools;
- spread the culture of entrepreneurship, strengthening the interaction between academia and business;
- Disseminate the results of research and exploit resources at the University of Molise;
- Create clusters based on technologies and know-how of university, from academic spin-offs;
- Disseminate scientific studies and new technologies interacting with the various stakeholders in the region;
- Promote networking with universities and research institutes, business entities, institutions and local authorities;
- Transfer techniques and share best practices and know-how; and
- Encourage and support the creation of spin-offs from research.

Its current actions have been limited to a pilot project that involved five Professors and researchers with four PhD students from University of Molise and four external collaborators.

The main aim of the University of Molise within the project is to organize and implement a research database, to make it available for queries on the internet and to share this experience with the three partner Universities as best practice. At the moment it is available to search for key words on researcher, research project and research products. The database is being implemented with new information and new search criteria.

Supporting entrepreneurial development the University of Molise has managed a Start cup competition from 2007 with the aim of promoting research and innovation on the regional territory. The competition aims to foster the emergence of innovative enterprises giving them the opportunity to the winners to come in touch with ideas and people who are already involved in business and finance, and to be assisted by a team of experts during the start up of the business.

In support of spin-off companies the University of Molise has an internal regulation which states the rules for start up of a new spin off company and the relationship with the university. University of Molise cannot have a participation of more than 30% of the capital. Professors, PhD students, young researchers and also administrative which have been in relations with the University of Molise during the last three years can apply for being a spin off company. So far three companies have been founded as spin off companies of the University.

Operating alongside the University of Molise in Campobasso is the Scientific & Technological Park of Molise. Molise Innovazione is a public-private capital company devoted to the creation of a network of contacts within universities, research centres, public bodies and entrepreneurial associations.

It was founded in 1994 and operational from 1999 and has 40 partner organisations from companies, institutes, laboratories for research and advanced services of local and regional governments to private enterprises for a total of 40 partner.

The presence in the consortium of companies with different know-how and core business, supply to the Scientific Park a wide area to draw on skilled capacity for the development of research projects in a wide range of sector.

Before the start up of RUnUP project, the picture of relationship between the main actors of triple helix was:

- local business were looking with suspicion to any movement of local authorities in direction of economic development, as a possible improvement of bureaucracy and taxes.
- local universities, due to the absence of applied research centres, were totally missing from the economic context, apart of a small scale incubator initiative.
- local authorities were used to “formal” and institutional relationships with the other actors, mainly filtered by SME representatives and through official meetings.

A strategic factor was the introduction, inside the ULSG, of the institution GAL Molise verso il 2000, also known as Social Enterprises Incubator. The organization is structurally oriented to innovation and is both buying research products and producing patents from the innovative businesses operating inside the incubator itself.

In this way the GAL was becoming a strategic actor inside the ULSG, bringing concrete issues to the group meetings agenda and asking to the other actors for concrete solutions (authorisations, financial support, contacts, facilities and logistical support) in order to finalize new business or innovations inside existing business

During the RUnUP project implementation GAL was building business initiatives on waste water treatment from olive oil processing (patented system for water treatment and energy generation from waste).



The URBACT Local Support Group

- Municipality of Campobasso
- Province of Campobasso
- University of Molise
- Science and Technology Park of Molise (Molise Innovazione)
- Catholic University of the Sacred Heart
- Chamber of Commerce
- Finmolise S.p.A.
- Unioncamere Molise
- Assindustria Molise
- Matese per l'Occupazione
- A.T.I. - "I.S.S.E.L." – Iniziative di Sviluppo Socio-Economico Locale
- Centro Fieristico Polifunzionale di Selva Piana Spa
- LAG "Molise verso il 2000"

Campobasso ULSG had bimonthly meetings, organized on a workshop methodology base. Campobasso Municipality was chairing the workshops, facilitation has been provided through external expertise. Specific tasks undertaken by the ULSG include:

- Identifying local economy key challenges (1.1)
- Integrate economic development planning at different levels – national, regional, local (2.1)
- Strengthening triple helix partnership through learning (3.2 and 3.3)
- Create a distinctive local brand (4.3)
- Development and application of local action plan (7.1)
- Create and monitor training and education opportunities for local businesses (ULSG workshops will be open to business enquires and support requests, case study evaluation, training experiences, study visits; in particular ULS will host "problem solving" meetings will existing companies facing particular problems and with new business idea owners Campobasso ULSG will operate in the project framework through:
 - Development of local action plan (7.1)
 - Best Practice case Studies to Learn and Inform (5.1)
 - ULSG study visit programme (5.3)
 - ULSG meetings and open conferences (6.3)
 - Progress reports – six monthly. (8.2)

The process of involvement and consultation of the ULSG saw in the last months of 2008, a large and qualified participation both technical and by the Campobasso municipal administration, the referents of the other municipalities in the area, the other stakeholders and the social and economic subjects of reference both at local and regional level.

Each of these individuals has contributed actively to the technical work of participatory diagnosis of the needs of the area.

Thematic meetings have been dedicated to: transport and mobility, energy saving and efficiency, innovation and employment policies, supply chains and production systems in the area.

Network Event Participation

As part of the RUnUP network the City of Campobasso was involved in transnational project activity including:

- The opening conference for the RUnUP thematic network, held at the St Mary's Heritage Centre in Gateshead, United Kingdom in February 2009.
- The first RUnUP thematic network event held in the project partner City of Águeda, Portugal on 24 June 2009, at the School of Technology and Management of Águeda (University of Aveiro). The event's theme was "Triple Helix: A Local Development Engine", and was aimed at analysing good practice in Portugal and also in other European countries.
- The second RUnUP thematic network event held in the partner City of Potsdam in Germany in February 2010. The event's theme was 'Knowledge City Marketing in economic development aimed at analysing good practice in Potsdam and Germany specifically relating to science and knowledge marketing.
- The third and final RUnUP thematic network event held in the partner City of Barakaldo in Spain in June 2010. The event was focussed on local strategies for talent attraction and retention drawing on the experience from Barakaldo and the Basque Country.

Campobasso Local Action Plan

Strengths and weakness points of the LAP area

WEAKNESSES AND CRITICAL POINTS

a) Accessibility and mobility

As already noted, the territorial system is characterized by the polarity of the city of Campobasso as a residential area that involves the entire system of the neighbouring municipalities.

This configuration results in an intense mobility, which too often results in direction on the Municipality of Campobasso, undersized by the logistical and transportation point of view, however, too small compared to the increasing demands for access and urban mobility. In addition, the road system linking the nearby towns and Campobasso, as dense and detailed, require remedial measures for setting high standards of road safety, as well as solutions that facilitate the smooth circulation.

b) Employment

Facing with a marked propensity to work, evidenced by a higher incidence of the population seeking employment in the total labour force recorded in the reference area compared to the provincial and regional averages, there is a high rate of unemployment.

That shows the framework of a local economy that fails to meet the legitimate expectations of the local young people unemployed or looking for the first job, thanks to the economic crisis that involves the entire national economic system, but also thanks to the structure of enterprises, characterized by the presence of a few large companies – also in crisis – and a substantial number of small businesses, commercial and service craft, which in most cases fail to meet staff needs by using almost exclusively the labour force of the owner and family members. The problem and employment concerns in particular the youth component of the workforce.

c) **Upgrading quality and liveability of public spaces and improvement of socio-cultural** are not only weakness points of, but moreover areas of investment in order to improve the quality of life in the geographical area of intervention. This is belonging to different set of public policy, not only for emergency management, but instead projected towards advanced models of urban quality, which also host the themes of environmental sustainability and energy conservation, and socio-cultural animation as a force for creating a fertile environment conducive to creativity and innovation.

STRENGTHS AND OPPORTUNITIES

a) Tourism

Potential target area is characterized by the widespread presence of significant attractors of potential tourism: old towns, ancient villages, natural heritages, churches and fortifications, but also a widespread popular tradition which is reflected in a socio-economic fact of artisan, philanthropic organizations, local products that contribute to help maintain the original living and authentic culture of the places.

It is a heritage, both tangible and intangible, but that needs to be restored and upgraded very often – as in the case of historical architecture – and especially directed to the perspective of an integrated and synergistic tourism development that crosses the one hand, the renovation of tangible assets and, second, the incentive system of tourist services, including through measures to promote and support new business initiatives connected to the tourism sector.

b) Human capital

Although at the aggregate level, the LAP geographical area records in a less pronounced phenomena of depopulation and aging of the population as in the demographic dynamics that characterize the region.

Conversely, there is a average and qualified young population, also because of the presence of the University that contributed to a gradual raising of educational levels. However, the young people demonstrates a low propensity towards self-employment and entrepreneurship, being too often oriented to traditional forms of employment (in public or private) so clashing with the structural problems that the economy, not only regionally, is facing.

c) Synergistic planning

A further strength, although still under development, is represented by the projects planned under the PST – Territorial Strategic Plan promoted by the city of Campobasso. The actions proposed are, in fact, in the direction of strengthening the infrastructure system, enhance local resources, promote and support the local economy: a strategic plan, therefore, intended for wide-ranging, destined to impact on the perspectives for development of an area that extends beyond the municipal boundaries.

The Citadel of the Economy and the related trade fair, the proposed free zone will include other projects in urban and municipal planning are in fact potential flywheels that, combined with the actions required under the LAP, may give new impetus to local economy.

	Description	Partners	Results	Beneficiaries	Timing	Finance €
1	Support for entrepreneurship	SMEs incubator, Chamber of Commerce, University	30-35 new businesses established	400 Local young unemployed	1/01/2012-31/12/2013	1.500.000
2	Bettering territorial links	SMEs association, Industrial area management unit	Broadband connection for industrial area	200 companies served by broadband connection	1/03 – 31/04 2012	300.000
3	Urban quality and sustainable development	Local SMEs associations SMEs incubator	Health services in mountain areas, reduction of costs and risks for the population	1000 elderly people	1/05/2012 31/07/2012	1.500.000

The strategic priorities of the LAP

1. Support for entrepreneurship

- Support the necessary processes increase the employment base by spreading the culture of enterprise.
- Support self-employment with the aim, of course, to answer, on the one hand, the emergency necessity of employment and, secondly, the need not to lose and expose to de-motivation the human capital of the area.
- The interventions planned are:
 - support to business incubators in direction of consolidation of craft sector, innovation of service/trade sector, improvement of cultural sector
 - cofinancing new business startup with a maximum amount of 30.000 Euro
 - to ensure the participation to new business creation of disadvantaged people

2. Bettering territorial links

- The strengthening of existing terminals and routes for pedestrian mobility in the territory of Campobasso.
- Setting high standards for road security of connections to Campobasso neighbouring communities the extension of the WIFI network to the industrial area

3. Urban quality and sustainable development

- Implementation of structural interventions oriented to the modernization of public lighting system.
 - The establishment of programs for rehabilitation of historic villages for tourism development.
 - Redevelopment of public spaces.
 - The implementation of complementary urban marketing actions.
 - The creation of a telematic system of home care for elderly.
 - Easing the family burden of women with increased female participation in the labour market.

LAP expected results

With reference to the objective **support for entrepreneurship**

1. support to business incubators – the assumption that business incubators are born as an active tool for the dissemination of business culture and supporting new business initiatives, the results are just those related to the number of actors and the quality and outcome of entrepreneurial projects in care, results at this stage can be estimated with reference to annual activity of incubators: 400 beneficiaries (potential entrepreneurs) for entrepreneurship promotion/orientation, 80 beneficiaries (potential entrepreneurs) to be assisted in the construction of pathways and evaluation of feasibility of business projects, 20 beneficiaries (new business) mentoring services for start-ups, 10-15 enterprises served by the logistical structure of the incubator (with reference to this figure, however, consider that the incubation period inside the incubator premises will last 24/30 months).

2. In terms of employment – besides the employment impact of the construction phase of the interventions of restoration–of the buildings intended for incubators estimated in 21 ULA, the most substantial and lasting impact is attributable to employment opportunities related to the launch of new business initiatives.

In this sense, considering that the number of new firms is attributable only to the category of initiatives funded through the contributions provided (1.5 million euros for funding of €30,000 per unit to determine lead in 50 new enterprises), the employment impact is estimated at about 100-120 new jobs, of which 70-80 classified as new business (individual and collective) and 30-40 qualified industry professionals as part of new business initiatives.

3. From an economic standpoint, the impact of policies of assistance provided is expressed in terms of productive investment activated under the support of entrepreneurship both direct (incentives) or indirectly (guidance, assistance and mentoring new initiatives within the services of incubation). These investments are estimated at 3 million €, as a result of co-financing rate equivalent to the size of the contribution.

With reference to the objective integration and connection of the territory

1. To reduce connection times between neighbouring municipalities and Campobasso; parameter from which it is expected a contraction of 15-20% of the current travel time for 290 companies located in the industrial area of Campobasso and Ripalimosani that, by extending the WI-FI network, will benefit from broadband connectivity.
 2. In terms of employment, as well as the impact on the construction phase of operations at the terminal and road estimated in 45 new jobs, the more lasting impact is connected to start new businesses and service within the bus terminal facilities, the impact is estimated at 18-20 new people (owners and employees) as a result of approximately 5 new businesses at the terminal facilities.
 3. From an economic standpoint, the impact of interventions is related not only to the extent of direct investment (about 5 million €), but also indirect investments, namely those activated by private traders and of the establishment and start businesses and services in the new terminal facilities. This impact is estimated at 250,000/300,000 Euros.
 4. From the social point of view, the most significant impact is attributable to rising levels of comfort and road safety both for vehicles and pedestrian traffic. In this way, the target is the reduction in the number of fines issued, but especially the number and extent of road accidents.
3. In terms of employment with the consequent impact of the planned construction stage for enhancement of historic villages and the upgrading of public spaces (with an estimated impact on employment in 28 new jobs), The most significant concerns the development of tourism related to the regeneration of historic towns, as influenced by the actual response of private enterprise, this impact is estimated at 10-15 new job opportunities
 4. From an economic standpoint, the more ambitious results are concerning the actions planned for the redevelopment of historic towns as a driving force for the development of tourism. In this direction, next to the flow of direct investment (1.5 million Euros), expected private investment is in the order of 1 to 1.5 million Euro, as conditional the actual response of private enterprise, will be connected to the development of tourism services (strengthening receptivity in the first place, with an estimated increase in the allocation of units of 30-50 beds).

With reference to the objective quality and urban sustainable development

1. A first key result is the rationalization of operating costs and maintenance of the public lighting system in respect of which the planned intervention leads to at least 30% estimated savings for local governments
2. From the social point of view, the most important concerns the extent and distribution of tele-home care to elderly: a specific operation in 1000 quantifies the recipients of the service, a remarkable abundance in itself, but even more significant when one considers that it is a catchment area spread over a territory of 10 municipalities (excluding the intervention is the area of Campobasso which already has home care services for older people)

Conclusions

The defined strategic tool is proposed to have a significant impact on the characteristics and evolutionary lines of the urban system described the geographical area of intervention. Assuming that the LAP is to facilitate the functional path of integration which, in a natural and spontaneous ways, the area is experiencing, the proposed projects aims to impact investing time in the economic, social and environmental issues.

From the economic point of view, the proposed LAP aims to have a significant impact on the territorial dimension of employability. In particular, the objective of medium- to long-term aim is to promote and disseminate a new employment culture: proactive and more willing than the actual options of self-employment, to be seized according to the personal attitudes, skills and abilities, but also in relation to the prospects and opportunities offered by the context of reference. In this way the project proposal also aims to counter the exodus of youth phenomenon, still problematic, in order to attract and retain talents between young people.

The economic point of view the LAP goes in the direction of acting on vocations and potential to the territory:

- a) strengthen the local economy compared to typical areas where there is a significant know-how that could succumb to the difficulties of generational change (the reference is to the tradition of artistic craftsmanship)
- b) support the development of sectors with high growth potential, such as tourism: the rehabilitation of villages and historical towns is functional to promote a new model of tourism focused on identity and authentic culture of places and, therefore, able to integrate disparate local activities (typical products, wine, food, folklore, traditions and cultural events, etc.), regardless of their strict traceability to tourism as it is traditionally understood.

From the social point of view the LAP, recognizing the value and role of informal networks of regional solidarity, points to a goal of social inclusion, which means:

- to promote local development, even starting from the social issues,
- to create conditions for equal opportunity not only as gender issues but also in terms of population groups exposed to the risks of exclusion
- to exit from the state support logic to provide more services and access to existing services

From an environmental perspective, the LAP dictates a clear steering in direction of environmental sustainability and urban quality.

In this direction, the envisaged measures pose to lay the groundwork for the development of an active environmental economy, which not only aimed at stemming the environmental impact of human activity, but also to protect and enhance environmental resources. A goal that is consistent even in actions for the rehabilitation of public spaces, setting high standards of comfort and security, improvement of territorial mobility.

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal challenges. It helps them to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 181 cities, 29 countries, and 5,000 active participants

www.urbact.eu / RUnUP

