



Urbanistica n. 134
September-December 2007

Distribution by www.planum.net

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Local development support policies

Clementina Chieffo

The concept of local development covers different issues within the relationship between public investment policies and territorial policies regarding, from time to time, industrial districts, inland and coastal areas, urban transformations, international competition. The relationship between development policies and regions cannot be disregarded when the area object of the intervention is not only large, but even characterised by the presence of a National Park and an high volcanic risk. These elements add to the complexity of the planning as they require innovative models for a systemic reading of measures' impacts and of interaction between policies influencing the region. Thus, understanding distinctiveness and needs for integrated and made to measure planning. The starting point has been the analysis of sectors considered to be strategic to economic development and of needs related to specific localization patterns. These in order to make an 'advantage pack' including different measures to correspond to regions's needs.

The 'pack' contains, as usual, incentives for development, i.e. facilities aimed at qualitative improvement of economic system. The incentive is for modernisation and restructuring, while respecting environmental compatibility. These incentives may be assigned to: structural expenditures and investments for improvement; advice and training activities targeted to internationalisation; reengineering; marketing and communication policies; new business start-up in areas where a reduction in

population pressure is pursued and a relative compensatory mechanism is scheduled.

The 'pack' has been designed in such a way as to provide even for special facilities to satisfy specific requirements for: the emergence of undeclared work or, more generally, legislative alignment, and for delocalisation of some activities incompatible with the protection of environmental resources and the volcanic risk.

In the first case, they are incentives for standardization, within de minimis arrangements, and are designed for businesses requiring employment emersion and/or stabilization, alignment to legal safety and environmental standards, specific sector legislation and national, regional or municipal regulations. This type of incentive, for example, may be assigned to a craft activity considered to be a priority which is in need of securing measures, structural adjustments or turning a fixed-term contract in a permanent one.

In the second case, they are incentives for delocalisation, and aim exclusively at reducing business environmental pressure and will be assigned at activities which is not possible to reconcile with the priority axes for development identified in OSP.

Moreover, a measure for excellent enterprises aiming at environmental sustainability-oriented innovation, considered to be a priority in the area of Vesuvius National Park, is included. Incentives for innovation are thus targeted at improving products and/or services and their production process, by investing in environmental protection and sustainability. Hotels, for example, should introduce composting schemes for organic wastes so that the biodegradable fraction of waste produced

can be used as compost for agricultural activities.

Finally, each of the identified measures has been provided with evaluation criteria and indicators to insert, eventually, in tenders and grants. Experience shows that it is not enough to design theoretical models or export best practice in different areas, but there is a growing necessity to set up practical operational models able to meet the diversity of economic, environmental and social characteristics which are the veritable heritage of regions. Their exploitation is the priority objective of people involved in this work.