



HIGHER

Interreg Europe

“Carta di Pescara”: a new instrument to promote sustainable industry in Abruzzo

Slovenia Innovation Policy Summit
Innovative Business Models in Circular Economy

3rd July 2018 Ljubljana

ABRUZZO REGION



REGIONE
ABRUZZO



Total Area

10.763 km²

Population (2017)

- **Total: 1.317.239**

- **Density: 121,61/km²**

Abruzzo is famous for its parks

There are **3 National Parks** (Abruzzo National Park, Gran Sasso and Monti della Laga National Park, Maiella National Park), **one regional park** (Sirente Velino), and **38 protected areas** including WWF oasis, national and regional reserves.

Abruzzo **ranks first in Italy** for its percentage of protected area, which accounts to **36% of the regional territory**

Abruzzo: the Region of natural parks 2/4



The **Abruzzo, Lazio and Molise National Park**, founded in 1922, is one of the historical national Parks in Italy.

The oldest in the Apennines, and the Italy's second declared park, with an important role in the preservation of species such as the Italian wolf, Abruzzo chamois and Marsican brown bear

The **Gran Sasso and Monti della Laga National Park**, founded in 1991, is one of the largest protected areas in Europe, and extends around the Gran Sasso massif, in which there is the highest peak of all the Apennines (Corno Grande, 2.912 meters)



The **Majella National Park**, founded in 1991 extends around the limestone massif of the Majella and Morrone mountains. The highest peak included in the park area is Mount Amaro (2.793 meters).



The **Sirente Velino Regional Park**, it is a protected natural area established in 1989 by a regional law.



Abruzzo: one of the most industrialized region of Italy 1/4

<https://ec.europa.eu/growth/tools-databases/regional-innovation-monitor/base-profile/abruzzo>

Until the '50s, Abruzzo was one of the poorest regions of southern Italy, but in 1996 it was the first region of the south, to exit the Objective 1.

In fact, since 1950 the regional GDP has grown at a constant, steady rate, making Abruzzo one of the fastest growing regions in the country.

However, over the period 2011-2014, it decreased by -1.75% vs. National and EU average of -0.85% and +0.4% respectively.

In 2015, Abruzzo has reached the second-best GDP growth rate of Italy (+2.6%).

In 2015, GDP per capita PPS amounted to € 25,200, the highest in the south of Italy, but below the Italian and European averages, which account to €27,800 and €29,900 respectively

Abruzzo: one of the most industrialized region of Italy 2/4

The region has one of the highest productivity rate in Southern Italy and its economic structure is largely based on SMEs.

In 2015, Abruzzo was the **one of the most industrialized region in Italy** (29.3% of value added from industry).

Abruzzo in fact enjoys **industrialization rates that are above the National average** (66 enterprises per 10,000 residents vs. a national average of 64).

Banca d'Italia Eurosystema

Economie Regionali - L'economia dell'Abruzzo (2018)

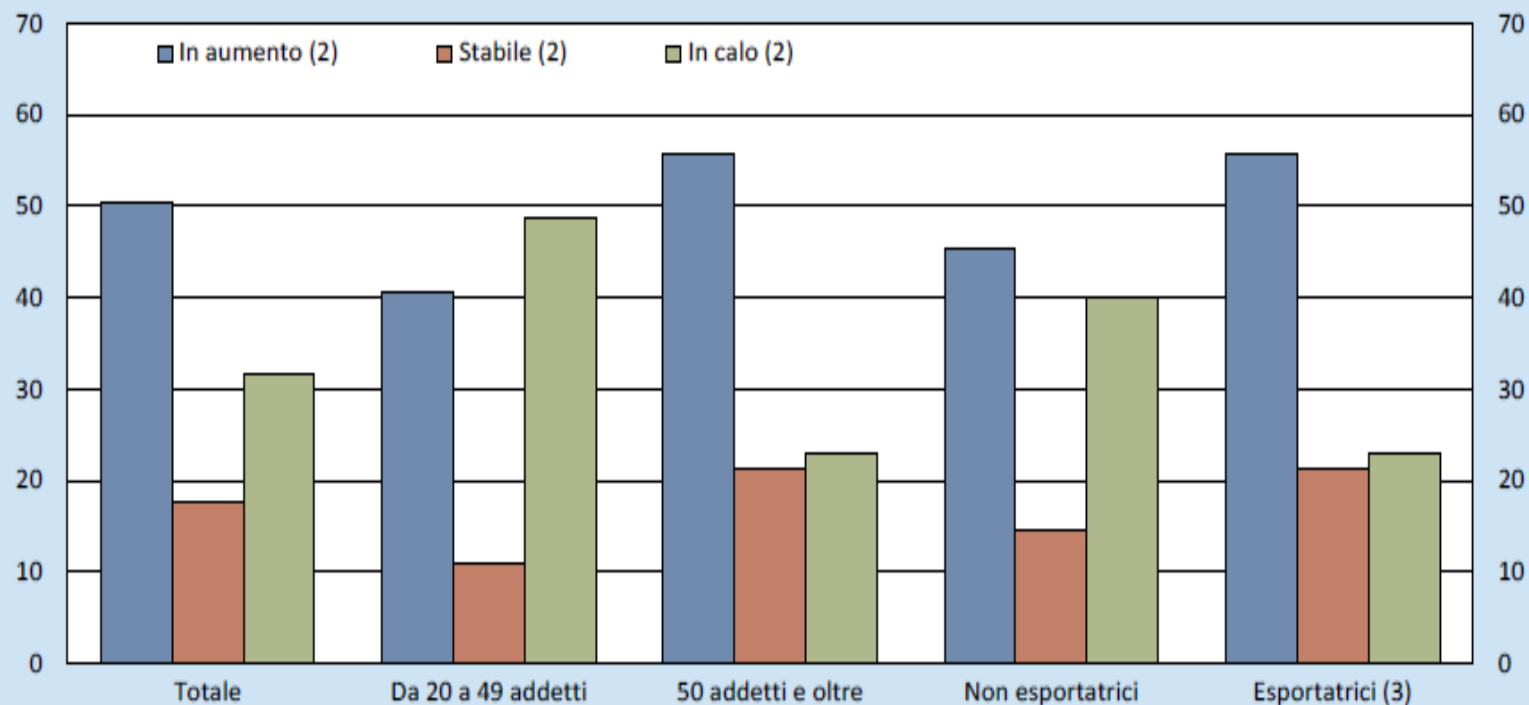
In **2017**, the growth of turnover of industrial enterprises was consolidated, more widespread among the largest and most external market-oriented.

Exports are still significantly increased, allowing the region to consolidate the recovery of the share of world trade lost in the course of the crisis.

Corporate profitability returned to pre-crisis levels

The trend in turnover was particularly favorable for exporters companies and for medium-large sized ones

Turnover of industrial enterprises (2017)



THE PESCARA CHARTER



1) Motivation/objectives - a

The main objective of the presenting "tool" is complete the processes started at regional level with the Smart Specialization Strategy, trying to promote the **creation of a welcoming and inclusive "social" climate for research and business**, and supporting development of wisdom (knowledge) and skills (know-how) for **sustainable industry** at all levels of learning. Of course the landscape we are moving in is designed by the European reference of achieving an intelligent, sustainable and inclusive growth.



1) Motivation/objectives - b

The way we found came up during the EDP processes, when stakeholders (involved at a very early stage) explained how **sustainability** was not just something related to rules to comply with, but actually a "**market choice**" made to be more (or remain) competitive in international quality products benchmarking.



2) Methodology – a :

From January 2016 about 500 SME's and about 10 large enterprises have been selected, using some shared criteria such as: SME's participating to Horizon 2020 or to the VIIth Framework Program or at least to our ERDF 2007-13 Program, SMEs having patents registered in the last 2 years; SMEs investing in research more than the regional average, and so on.

Studying this statistic sample was carried out that the more innovative enterprise of the region could have been divided in the following **5 main areas (Technological Dominions)**, 3 already known and operating and the last 2 still to be rediscovered:

Automotive

ICT/Space

Health Care

Agri-food

Fashion/Design

2) Methodology – a :

To enhance the process, the selected stakeholders have been systematically interviewed in order to know directly from them, **the main medium term investment prospective** - for instance Automotive sector proposed 3 main strategic strand: hybrid (or full electric power train), vehicle lightening (especially for the last mile commercial delivery) and design for disassembling.

At this point **was made the decision to focus on sustainability and circular economy** (without overlooking the importance of social and economic sustainability): **the Pescara Charter is the link between the previous industrial policy actions** and aims to develop existing local manufacturing activities (or others that could be hopefully attracted), by leveraging the ability to integrate/develop new knowledge/new technologies, **maximizing synergy among economic, social and environmental sectors.**

2) Methodology – b :

"Sustainable industry" was officially identified by the Abruzzo Regional Council as the main economic and social driver of regional development, complying with the following areas of sustainability:

- **Environmental:** representing the capability to preserve over time the three functions of the environment: supply of resources, receiver of waste, direct source of utility;
- **Economic:** representing the capability of an economic system to generate enduring growth of economic indicators, in particular earnings and employment;
- **Social:** representing the capability to guarantee conditions of human welfare (safety, health, education) distributed equally by class and gender, and to promote social inclusion.

2) Methodology – b :

At this point The Pescara Charter was officially set up, offering to applicant companies a “**region-enterprise partnership agreement**” that provides specific advantages for enterprises committed to pursuing the above mentioned aims of sustainable industry, establishing advantages in terms of:

- ✓ **simplified procedures** (level of bureaucracy is reduced to the minimum, as are local administrative costs)
- ✓ **reduction of administrative and local taxes** (regional taxes related to production activities are as low as possible);
- ✓ **supporting legislation** (dedicated legislative initiatives for simplification are on the way);
- ✓ **priority** (every call for proposal founded by ERDF 2014 – 20 Axis I and III is oriented towards the 5 technological dominions: among these specific additional evaluation score is allocated for enterprises with the Pescara Charter label).

To be eligible to become a Charter partner, the applicant must meet several conditions having the environment as the priority; **depending on the number and type of conditions met**, Charter membership may be “**basic**”, “**intermediate**” or “**advanced**”; **each level of membership will offer different types (or rate) of advantages.**

3) Results:

The added value is the method shared with the stakeholders in order to achieve a **more efficient use of structural funds** and increased synergies among EU, national and regional policies.

A real attempt to drive the change started with the RIS3 to a circular economy regional model, with an **open** (every enterprises operating in the region can try to become a partner), **easy** (the related web platform is managed directly by regional offices), **original** (with this characteristics) and **free** (no additional resources are needed) instruments to support and promote innovative and sustainable SMEs, using the given EU funds.

At the moment about **130 enterprises** (among the most innovative and dynamic we have in Abruzzo) **are officially registered** on the Pescara Charter web platform (with different level of membership) and actively involved with circular economy processes.

4) Next steps / Future actions

Of course **the Charter is not a closed document**; it will be implemented as stakeholders needs change, also with contributions from the Pilot Committee and permanent round tables on management of environmental impacts, innovation and human capital, that actually represent the governance of the system.

Pescara Charter is also the **key point trying to qualify Abruzzo as a partner of an interregional cooperation initiative on circular economy** to be submitted to the thematic platform "Industrial modernization", **with other regions selected using the Regional Benchmarking tool, from the RIS3 platform in Sevilla.**

Link to Pescara Charter:

app.regione.abruzzo.it/avvisipubblici



European Union
European Regional
Development Fund

paola.disalvatore@regione.abruzzo.it

daniele.antinarella@regione.abruzzo.it

sergio.iacoboni@regione.abruzzo.it

alessandro.mucci@regione.abruzzo.it