



## PIEDMONT REGION

Regional Department of Industry

***"From Industrial Clusters to digital Clusters"***

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## The regional legislation in force in the industrial districts:

The regional law 24/1997 works:

on 29 industrial districts recognised (2 of which in phasing out) ...  
... including 543 Communes (on 1.207)...  
...concerning 6 production chains  
(textile - garment, mechanical,  
alimentary, jewellery, wood, paper -  
press)



# Innovative Actions under the ERDF 2000-2006



**The regional law 24/97 has  
financed from 1998 to 2002**

**72 projects**

**With a contribution  
of 22,4 M €**

**With a total  
expense of**

**59,2 M €**



# Innovative Actions under the ERDF 2000-2006



Date of **presentation** of the  
programme to the Commission:

May 2002

Date of **approval**: December 2002

Programme **start** date:

January 2003

**End** date: December 2004



# Innovative Actions under the ERDF 2000-2006



**General  
Objective**

Test out the effect of the ICT on the region's social and economic development, characterised by a widespread presence of industrial districts, operating in some target territories



# Innovative Actions under the ERDF 2000-2006



1

Creation of a permanent regional centre for co-operation between the public sector, enterprises system and citizens

2

Testing out the effects of the new technologies on the increase and on the competitiveness of decentralised territorial systems

3

Foster the dissemination of a cultural approach suitable to the new "Digital Era" among the citizens, the enterprises and the public administrations.



# Innovative Actions under the ERDF 2000-2006



## EUROPEAN UNION'S STRATEGIC THEMES CONSIDERED IN THE PROGRAMME

ECONOMY BASED ON  
KNOWLEDGE AND  
TECHNICAL INNOVATION

THE INFORMATION SOCIETY  
AT THE SERVICE OF REGIONAL  
DEVELOPMENT





# Innovative Actions under the ERDF 2000-2006



**1st strategical  
element of the  
programme**

**Find out 3 areas able to realise an  
experimental project, that could be  
replicated in the future on the  
entire territory ...**





# Innovative Actions under the ERDF 2000-2006



... with the following characteristics:

- *decentralised territorial position*, with absence of major metropolitan areas and with a widespread presence of small centres
- lack of main road and railway infrastructures;
- presence of industrial districts with well-established traditions;
- presence of *SME*, but also of *GI*;
- *not eligible* areas (entierly or in parts) for the FESR 2000/6 OBJECTIVE 2



# Innovative Actions under the ERDF 2000-2006

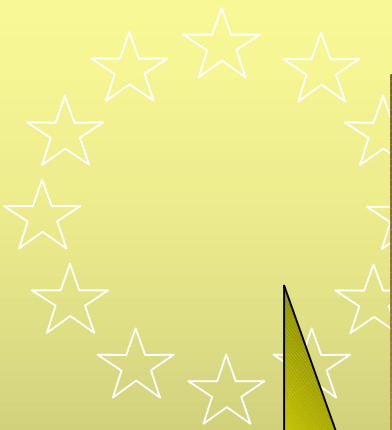


THE  
INTERESTED  
AREAS

- **ALBA**  
(Roero, Langhe e Monferrato)
- **BI ELLA**  
(Textile district and adjacent mountain communities)
- **OLEGGIO e BORGOMANERO**  
(West Ticino)



# Innovative Actions under the ERDF 2000-2006



**ALBA's**  
**area**

- the alimentary districts of La Morra and Santo Stefano Belbo;
- not yet reached by the national highway system and removed from the main trans-regional and international road arteries; in the railway system Alba lies outside the main regional lines;
- the population comes to round 130 inhabitants, subdivided over 54 Communes;
- manufacturing centres of GI – Ferrero Spa, G.T. Miroglio Spa and Mondo spa



# Innovative Actions under the ERDF 2000-2006

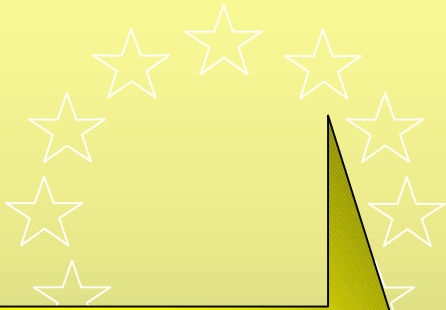


- Textile industrial district;
- Not yet reached by the national highway system, Biella lies outside the main trans-regional and international road arteries; in the railway system Biella represents a dead end;
- The reference population comes round to 130 thousands inhabitants, subdivided over 54 communes;
- manufacturing centres of GI – Banca Sella, E. Zegna, Lanificio Piacenza, Lanificio Cerruti, Lanificio Loro Piana, Etc.)





# Innovative Actions under the ERDF 2000-2006



OLEGGIO

BORGOMANERO's

area

- Textile and engineering industrial district;
- The highway system has no international outlets; West Ticino is characterised by a purely regional railway system;
- The reference population comes round to 50 thousands inhabitants subdivided over 50 communes;
- Direct impact of Italy's second biggest airport complex.



# Innovative Actions under the ERDF 2000-2006



**II°**  
strategical  
element of  
the  
programme

**Select the implementers present  
on the 3 areas selected ...**





# Innovative Actions under the ERDF 2000-2006

... with the following characteristics:

- *promoted and partly owned by the Local Bodies* and from the institutions of the three areas selected;
- working and *deep-rooted* in the identified territories;
- already *services suppliers* for the companies, the P.A. and the citizens;
- *available to participate in the financing* of the project;
- available to *work in close collaboration* to realise the project.



# Innovative Actions under the ERDF 2000-2006



The implementers identified:

ALTA LANGA SERVIZI SPA	STIRANO SRL
A.PRO SOC. CONSORTILE	BIELLA INTRAPRENDERE SPA
TEXTILIA SPA	FONDAZIONE NOVARA SVILUPPO



# Innovative Actions under the ERDF 2000-2006

Methodology activated

- Enterprises involvement in the definition of the development project.
- joint work of Regions and implementing Authorities
- temporary association between implementers.





# Innovative Actions under the ERDF 2000-2006

## Methodology activated

- technical and financial sustainability of the new services
- possibility of diffusion to a larger scale
- real correspondence to the needs of the territories.



# Innovative Actions under the ERDF 2000-2006

## PROGRAMME OF FINANCIAL PLAN

€uro

Total costs of the programme	Public costs				Implementers
	TOTAL PUBLIC	FESR	STATE	REGION	
7.750.000	6.000.000	3.000.000	2.100.000	900.000	1.750.000

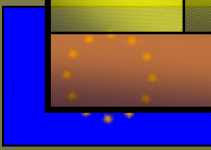




# Innovative Actions under the ERDF 2000-2006

## PROGRAMME STRUCTURE

n.	Action	Total Costs (in €)	At expense of implementers
1	REGIONAL FORUM FOR INNOVATION	490.000	
2	ON LINE INTEGRATED TERRITORIAL SYSTEM	5.450.000	1.350.000
3	ALPHABETISATION	1.350.000	300.000
4	ANALYSIS AND DISSEMINATION OF THE RESULTS	250.000	100.000
5	TRANSREGIONAL NETWORKS PROMOTION- ADESION	120.000	
6	TECHNICAL ASSISTANCE	90.000	
TOTAL		7.750.000	1.750.000





# Innovative Actions under the ERDF 2000-2006

ACTION 1

REGIONAL FORUM FOR THE INNOVATION

**OBJECTIVE**

Create a regional permanent centre of co-operation between public sector, enterprises system, citizens and bodies responsible for the development and the innovation.



# Innovative Actions under the ERDF 2000-2006

ACTION 1

REGIONAL FORUM FOR THE INNOVATION

## ACTIVITIES FORESEEN

- surveys and investigations concerning the territorial context;
- proposal of policies designed to foster the exchange of information, enhancing mobility and the circulation of knowledge and skills;
- diffusion of the good practices and the processes with respect to the successful cases.



# Innovative Actions under the ERDF 2000-2006

ACTION 2

ONLINE INTEGRATED TERRITORIAL SYSTEM

## OBJECTIVE

- design, development, testing and commissioning of services to the companies and the citizens;
- activation of Territorial Service Centres to concept and test the production of technological, technical, formative and management services.





# Innovative Actions under the ERDF 2000-2006

ACTION 2

ONLINE INTEGRATED TERRITORIAL SYSTEM

## ACTIVITIES FORESEEN

- INFORMATIVE TERRITORIAL SYSTEM;
- INTERNET BENCHMARKING;
- VIRTUAL TERRITORY;
- DECISION-MAKING SUPPORT FOR THE P.A.;
- E - CONSULTING; AND ...



# Innovative Actions under the ERDF 2000-2006

ACTION 2

ONLINE INTEGRATED TERRITORIAL SYSTEM

## ACTIVITIES FORESEEN

- INFO VOCAL;
- DIGITAL COUNTER;
- E - TRADING;
- ACCESS TERMINAL;
- SYSTEM OF EXTENDED CONNECTIVITY SYSTEM;  
AND ...



# Innovative Actions under the ERDF 2000-2006

ACTION 2

ONLINE INTEGRATED TERRITORIAL SYSTEM

## ACTIVITIES FORESEEN

- FOR AN EQUAL AND SUSTAINABLE DISTRICT;
- THE DISTRICT TERRITORY FROM "CROSSING SPACE" TO "DESTINATION PLACE".





# Innovative Actions under the ERDF 2000-2006

ACTION 3

ICT ALPHABETISATION AND TRADING

## OBJECTIVE

Sensibilisation, alphabetisation and experimental information training to the advantage:

- of those who work in the context of company;
- of those who work in the context of administration;
- of the citizen;



# Innovative Actions under the ERDF 2000-2006

ACTION 3

ICT ALPHABETISATION AND TRAINING

## ACTIVITIES FORESEEN

- Innovative information alphabetisation course;
- Formative courses for the achievement of the ECDL;
- Institution of prizes for the degree thesis on the theme of the net economy;
- Course for vocational qualification geared to the ICT;
- Formative training in the enterprises;
- Formative instrument at distance.





# Innovative Actions under the ERDF 2000-2006

ACTION 4

ANALYSIS AND DISSEMINATION OF THE RESULTS

## OBJECTIVE

✓ Reading, analysing and publicising the results

...

✓... within the three areas and, above all, in the remaining regional territories, so as to foster the dissemination of the best practises obtained and tested in the course of the implementation period.



# Innovative Actions under the ERDF 2000-2006

## ACTION 4

## ANALYSIS AND DISSEMINATION OF THE RESULTS

### ACTIVITIES FORESEEN

- WEB SITE dedicated;
- Information on the main communication media of the Region and of the Local Bodies;
- Meeting and study events as well as travelling entertainment and show events;
- Space to grant request of products / services / applications coming from the territory;





# Innovative Actions under the ERDF 2000-2006

ACTION 5

TRANSREGIONAL NETWORKS PROMOTION-  
ADHESION

## OBJECTIVE

- Setting up and strengthening of regional and transnational networks;
- Development of co-operative processes with other areas of European excellence;
- Comparison of policies, potentials, needs and territorial specificity in the RST sector with other European regions.



# Innovative Actions under the ERDF 2000-2006

ACTION 5

TRANSREGIONAL NETWORKS PROMOTION-  
ADHESION

## ACTIVITIES FORESEEN

- Pilot co-operation interventions with universities, training agencies, companies and local public authorities;
- Sharing of technological animation projects;
- Setting up of networks of national and european centres of excellence;
- Integrated projects within the context of other initiatives financed from the European Union





# Innovative Actions under the ERDF 2000-2006



ACTION 6

TECHNICAL ASSISTANCE

**OBJECTIVE**

**Support to programme management activities:**

- Evaluation
- Monitoring
- Control
- Report



# Innovative Actions under the ERDF 2000-2006

ACTION 6

TECHNICAL ASSISTANCE

**ACTIVITIES  
FORESEEN**

- Monitoring, evaluation and reporting activity;
- Steering Committee management;
- Communication activity of the content and the objectives of the programme.



# Innovative Actions under the ERDF 2000-2006

## Conclusions

With the regional Law 24/97 Piedmont

has been between the first  
*italian regions*

to provide a structural policy

in favour of the *industrial* clusters ...



# Innovative Actions under the ERDF 2000-2006

## Conclusions

with the program of innovative actions

we expect of being between the first  
*europaan regions*

to have a policy structured

in favour of the *digital clusters!!*





# Innovative Actions under the ERDF 2000-2006

## Conclusions

...

Thanks for the attention and the patience!

Pier Ettore Pellerrey

