

## Conference

# INTEGRATED STRATEGIES FOR LOCAL DEVELOPMENT: NATIONAL AND INTERNATIONAL EXPERIENCES

Ancona, Italy, 5 April 2004

## 1. Presentation of the event

This event refers to the recent meetings as the “Local development exhibition” held in Turin on November 27<sup>th</sup> and 28<sup>th</sup> 2003, which focused on methods and operations of territorial development. The next meeting will be held on the 5th April, organised by the "Planning and budget" Department of the Marche Region, entitled “INTEGRATED STRATEGIES FOR THE LOCAL DEVELOPMENT NATIONAL AND INTERNATIONAL EXPERIENCES INTO COMPARISON”.

The aim of that event is to present the strategy and the innovative tools for the integrated development of the territory, recently approved by the Marche Region, the Strategic Regional Agendas for the Local Territorial Development, (Agende Regionali Strategiche per lo Sviluppo Territoriale Locale - in acronym ARSTEL).

The ARSTEL constitutes an operating tool for the integration and for the development of the planned interventions for the local development of specific territories, attempting to face the competitive challenge with thought out and co-ordinated programs of light infrastructure improvement, of social and vocational training politics, of technological improving measures for economical growth and of local rights defence.

The Marche Region approach will be compared with the choices adopted from some Regions and autonomous Italian Provinces, which represent different economical and social situations, as well as with the comprehensive scheme of the development themes from the Ministry of Economy and Finances.

Other interventions are expected from representatives of foreign States, which represent an interesting path of development for the Marche Region, and from prestigious Organizations operating in an international level for the local development, as the program LEED of the OECD (Organisation for Economic Co-operation and Development, based in Paris).

Eventually, contributions and operating proposals will be put forward by the instigators of local development such as the trade union organizations and the political founding representative (Regional Council, Provinces, Municipalities and *state-owned body as Comunità montane*).

## 2. The background

Nowadays there is a certain common sensibility towards the way we think about local development issues that cannot be tackled in traditional ways. This is happening following a series of radical changes, which have been taking place in the last few years, especially in regions where there are industrial estates. There is now a need to combine globalisation and local traditions in a hope to combine productivity and quality of life, a strategy aiming to eliminate the gap between quality of life on the coast and inland, where the environment resources, vocational and cultural organisations are highlighted in order to develop the region.

This complex mix of factors underlines the challenge, in such a small region such as the Marche, of combining two processes, innovation and integration, in an active and functional way.

It is a worry to see our territories losing centrality. By this we mean, more than the process of productivity de-location linked to a general reorganisation of the work division, the growing outside acquisitions of production, commerce, banking and finance. This has meant a move towards more qualified regions of ownership, management and the highest roles. It is necessary to adopt an active strategy calling on the strongest point of our Marche Region in order to fight the risks of being left passively on the outskirts.

As a consequence we are facing the need to re-think our local development in a period of globalisation and technological innovation. The opening of strong windows on the global scenery pushes us to develop the local territory adopting systematic and strategic planning. Competition between territories becomes not only a competition between its products and technologies, but also one of local intelligence measured by the ability to interpret its own development path, the opportunities offered by the link with the global view and to minimise the social and environmental risks on the local community.

### **3. Objectives and distinctive characters of the ARSTEL**

Starting with the experimentation of the Strategic Regional Agencies for the Local Territorial Development, in acronym ARSTEL (Agende Regionali Strategiche per lo Sviluppo Territoriale Locale: ARSTEL), the Regional Assembly wants to contribute to the innovation and to re-launch the local development in a delicate transition period from an unfavourable economical juncture to a new phase characterized by shy signals of renewal.

Aiming at the integration of the programmed interventions in a specific territorial context, the new operating tool may allow, in a period characterised by poor resources, both a better public investment allocation and their own better yield.

The ARSTELs can allow, in particular, an innovative and positive integration of local politics with those expected in individual documents and regional programs of development.

In fact, in addition to the politics of action expected in the Single Programming Document (S.P.D.) Objective 2, 2000-2006 (with special reference to the measures expected in the Axis 1 "Development and reinforcement of the productive system"), the experimentation of the ARSTEL is directly integrated with the initiatives already started in the field of the second Axis of the "Environmental Program of Actions for the Sustainable Development – A.S.S.O. Such axis aims to financing sustainable Development Plans of special areas characterized by strong environmental problems, overpopulated zones, in case connected to the crisis of productive districts, with special reference to footwear and food industry fields.

Also in that way, planning capability and operational integration complete and develop themselves with other tools that are being employed in the regional territory (from the framework Agreements of the institutional Accord, to the Territorial Pact, from Plan of Territorial Arrangement – PIT to the PRUSST).

The ARSTELs take on a decisive and qualifying role in this strategy, coherently to what is already declared and programmed in the "Regional Document of economic and financial Planning – DPEFR" 2003-05 and in the DPEFR 2004-06<sup>1</sup>.

With the Agenda the Region aims:

- to develop its own capability to merge the institutional decentralization, local development and negotiated planning,
- to not add a new tool of intervention on the territory to the many other already existing tools, but to have an instrument for the strategic programming to activate when to bring back to coherence all the initiatives that involve the same territory is necessary,
- to activate a regionalizing process of the negotiated programming, finding out territories of well known strategic relevance for the development, not only for the local systems involved, but also for the whole regional system,
- to involve many private and public subjects in the focusing of the action to agree, plan and realize in the name of common interest,

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<sup>1</sup> "The tool of the ARSTELs is directed to make consistent the various local actions for the development of regional territories. Considering therefore the ARSTEL as the tool which allows ruling the change, the purpose is a concurrence of different politics and actions for the local development towards a shared view of the future of a territory" (from the DPEFR 2004-06).

- to limit in the time the planned programmes, to let them linked to the presupposition from where they originated, in order to spread the logic of the results to reach and verify during the planned periods. All that to make flexible the tool of the ARSTEL in order to adapt it to the changeable requirements deriving from the evolution of the contexts of reference.

#### **4. Preliminary programme**

**Venue: Hotel Emilia, Portonovo hill, Ancona (Italy)**

***9:15 am Registration of participants***

***9:30 am Opening***

- President of the Second Consular Commission

***9:45 am Introduction***

- Luciano Agostini (Special Advisor, Marche Region)

***Technical reports***

- Alessandro Cavalieri (Director of the Planning Department, Toscana Region)
- Gianluca Salvatori (President of the Supervisory Board, OECD LEED Trento Centre)

***12:30 pm Discussion***

***1:00 pm Lunch***

***2:30 pm Afternoon session***

- President of the Third Conciliar Commission
- Sergio Arzeni (Head of the LEED Programme, OECD, Paris)

***Technical reports***

- Paolo Ceccato (Director of the Planning Division, Veneto Region)
- Héctor Aguerrebere (Director of the Sinaloa Development Council, Mexico)
- Pietro Marcolini (Director of the Financial and Planning Department, Marche Region)
- Paolo Emilio Signorini (Director of the Politic Development Department, Ministry of Economy and Finance)

***5:30 pm Discussion***

***6:00 pm Conclusions***

- Lorenzo Dellai (President of the Autonomous Province of Trento)
- Vito D' Ambrosio (President of the Marche Region)

*Planned contributions are expected from members of the ARSTEL, as representatives of their own electing representative institutions (Municipalities, Provinces and state-owned bodies such as Comunità montane), of the union organizations.*