



Agri-Chains & Sustainable Development

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## A Porter Diamond-based approach to assess the role of innovative local food systems in the territorial integrated sustainable development: the case of Cilento Eco-Region\*

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# The EU context

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- Over 56 % of the population in the EU live in rural areas
- Rural areas cover 91 % of the EU territory
- The strengthening of EU rural development policy is an overall EU priority.



# The Context

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Innovation supporting an Integrated Rural Development (IRD)

Relevant contribution to reach the EU Rural development objectives



# The context: Integrated rural development (IRD)

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IRD is a multidimensional approach

Social - Environmental - Economic - Ethical



# An innovative IRD solution

## The Eco-Region

An area where farmers, citizens, touristic operators, associations and public actors established an alliance for the sustainable management of local resources based on the principles and model of organic farming in order to boost the economic and socio-cultural development of their territory.



# International Network of Eco-Regions

## IN.N.E.R - 9 Countries

- Italy
- France
- Austria
- Portugal
- Switzerland
- Slovakia
- Hungary
- Albania
- Canary Islands (Spain)



# Eco-Regions in Italy

## 16 Eco-Regions in 10 Regions:

- **Calabria**, Grecanico, Baticòs
- **Lazio**, Via Amerina e Forre
- **Tuscany**, Chianti, San Gimignano, Montalbano
- **Liguria**, Val di Vara
- **Piedmont**, Valli Valdesi
- **Trentino Alto Adige**, Val di Gresta, Valle dei Laghi
- **Marche**, Il Piceno
- **Lombardia**, Valle Camonica, Bergamo
- **Sicily**, Eolie, Simeto
- **Campania**, Cilento

## 3 Eco-Regions are under development in 3 Regions:

- **Basilicata**
- **Molise**
- **Puglia**





# Eco- Regions in Italy

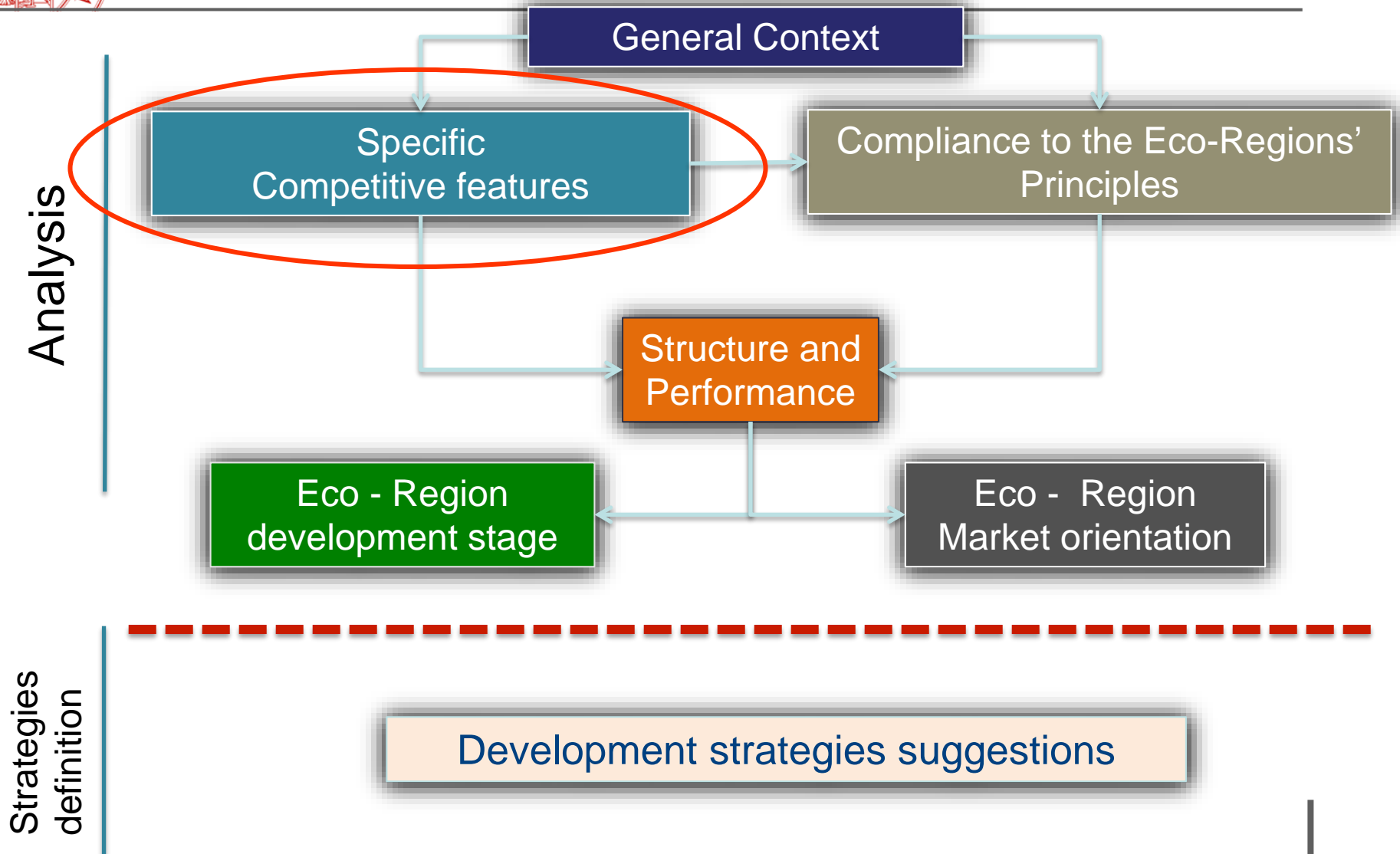
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An effective management of the Eco-Regions is needed to support their development



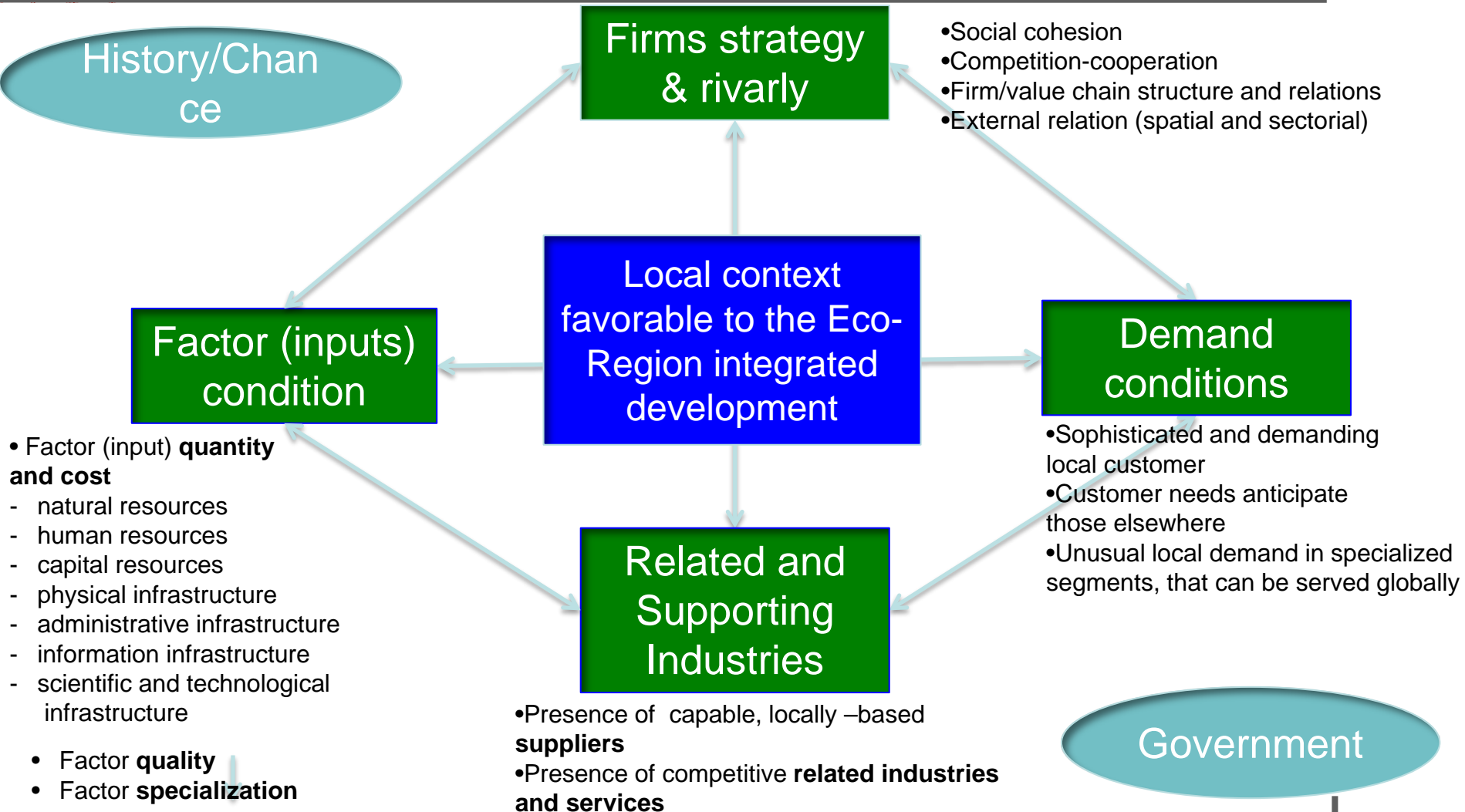


# Analytical framework for the Eco-Region performances' monitoring and development strategies' definition





# Analytical framework for the Eco-Region competitive performances' monitoring – Porters' approach





# An application to a case study

## The CILENTO ECO-REGION



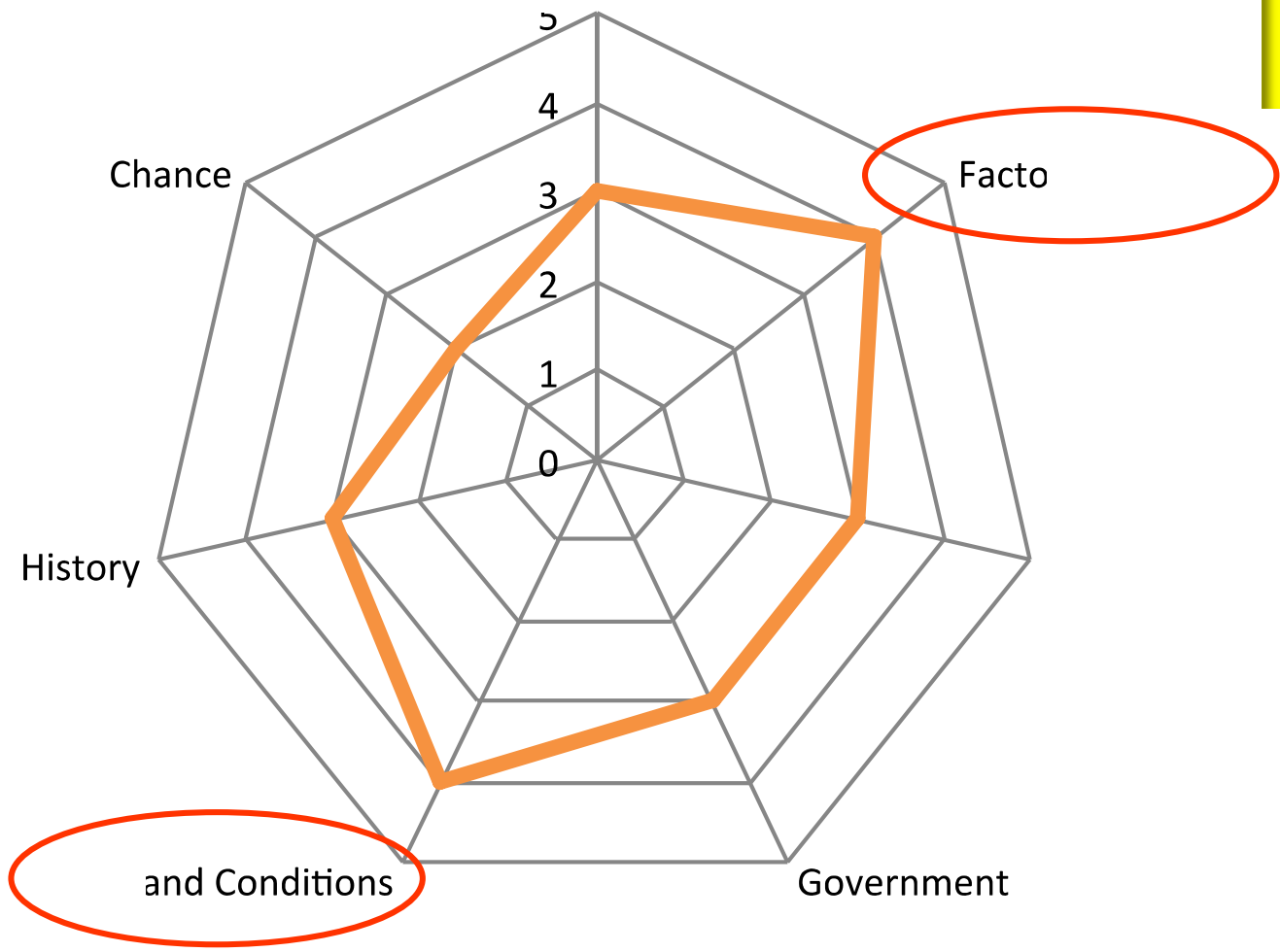
MUNICIPALITIES INVOLVED (N°)	AREA (sqkm)	POPULATION (N°)	ORGANIC OPERATORS (N°)	ORGANIC USED AGRIC. AREA (HA)
<b>36</b>	<b>3.196</b>	<b>269.846</b>	<b>400</b>	<b>2.000,00</b>



# Eco-Regions management tools

## Performances monitoring: Porter Approach

Low (0-14)  
Low - Av.ge (15-21)  
**High - Av.ge (22-28)**  
High (29 - 35 )



**TOT SCORE**  
**22/35**

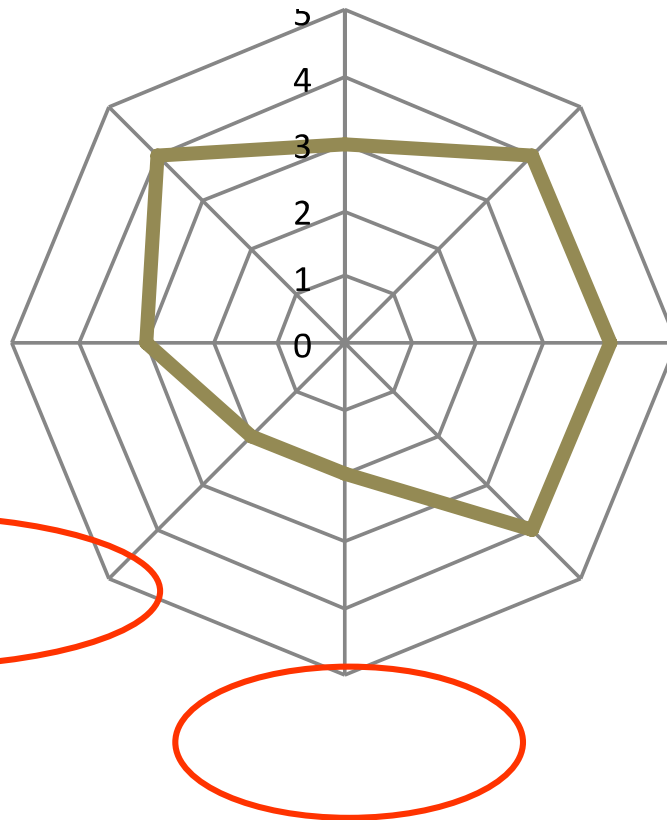


# Eco-Regions management tools

## Compliance with the Eco-Regions Principles

Low (0-12)  
Low - Av.ge (13-24)  
**High - Av.ge (25-32)**  
High (33 - 40)

en different  
production techniques

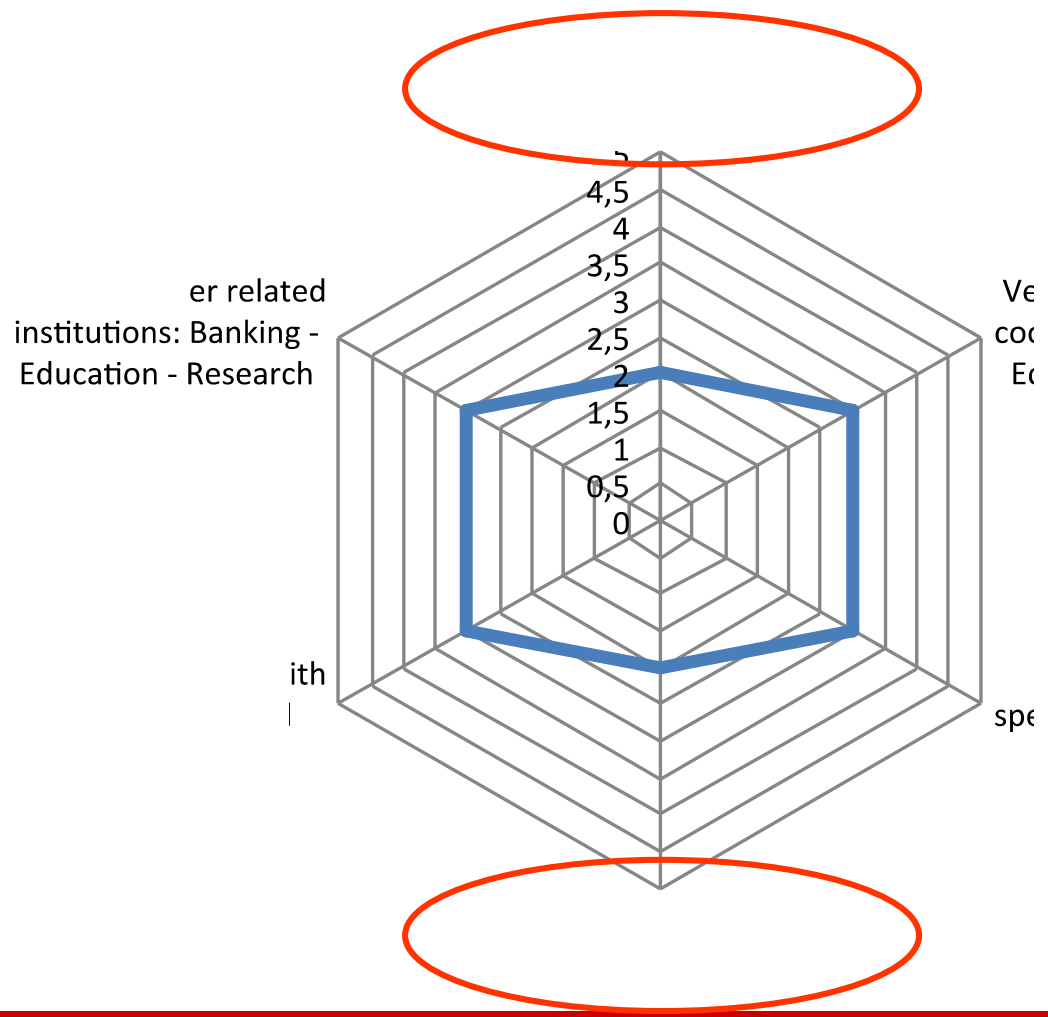


**TOT SCORE**  
**26/40**



# Eco-Regions management tools

## Stage of development of the Eco-Region



**Initial stage (0-18)**  
Take-off (19-24)  
Maturity (24-30)

**TOT SCORE**  
16/30



# Eco-Regions management tools

## Market orientation of the Eco-Region

Market Orientation				Type of Local Demand	
<b>Present</b> Most relevant demand share		<b>Potential</b> a. Population density b. Sectorial specialization c. Added value/differentiation of the specialized food production			
<b>Local</b>	Extra- Eco Region	Potential Local a: high b: low c: low	<b>Potential Extra-Eco Region</b> a: low b: high c: high	Population living in the Eco-Region	Non residential population (tourists, visiting relatives etc..)



# RESULTS

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Cilento Eco-Region is at an initial stage of development, close to take-off stage

The Eco-Region performance is reduced by the lack of coherence, coordination and continuity between the different development initiatives

Compliance with the Eco-Regions' social and environmental values is high the main problem is the still difficult inclusion of small farmers, due to the expensive and complex access to organic certification schemes

The Cilento Eco-Region belongs to the market orientation type "*Present: Local resident population oriented, Potential: non-resident population (tourists)*"





# Recommendations

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- Encourage tourists' demand as a tool to support investment on local development and food sovereignty development
- Increase the critical mass of organic farms by advocating for a more accessible certification scheme application (e.g. collective organic certification).
- Reinforce the role of the Cilento Eco-Region in coordinating and jointly promote its many initiatives



# THANKS!!





# If you want to contact me.....

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