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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* Contribution supported by the DIMECOBIO Project, funded by the Italian Ministry of Agriculture.
The EU context

- 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

Innovation supporting an Integrated Rural Development (IRD)

Relevant contribution to reach the EU Rural development objectives
The context: Integrated rural development (IRD)

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

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

General Context

Specific Competitive features

Compliance to the Eco-Regions’ Principles

Structure and Performance

Eco - Region development stage

Eco - Region Market orientation

Development strategies suggestions
Analytical framework for the Eco-Region competitive performances’ monitoring – Porters’ approach

History/Chance

Firms strategy & rivalry

• Social cohesion
• Competition-cooperation
• Firm/value chain structure and relations
• External relation (spatial and sectorial)

Local context favorable to the Eco-Region integrated development

• Factor (input) **quantity and cost**
  - natural resources
  - human resources
  - capital resources
  - physical infrastructure
  - administrative infrastructure
  - information infrastructure
  - scientific and technological infrastructure
• Factor **quality**
• Factor **specialization**

Demand conditions

Related and Supporting Industries

• Presence of capable, locally-based suppliers
• Presence of competitive related industries and services

Government
An application to a case study
The CILENTO ECO-REGION

<table>
<thead>
<tr>
<th>MUNICIPALITIES INVOLVED (N°)</th>
<th>AREA (sqkm)</th>
<th>POPULATION (N°)</th>
<th>ORGANIC OPERATORS (N°)</th>
<th>ORGANIC USED AGRIC. AREA (HA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>36</td>
<td>3.196</td>
<td>269.846</td>
<td>400</td>
<td>2.000,00</td>
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</tbody>
</table>
Eco-Regions management tools
Performances monitoring: Porter Approach

TOT SCORE 22/35

Low (0-14)
Low - Av.ge (15-21)
High – Av.ge (22-28)
High (29 – 35)
Eco-Regions management tools

Compliance with the Eco-Regions Principles

TOT SCORE
26/40

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

en different production techniques
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**

<table>
<thead>
<tr>
<th>Market Orientation</th>
<th>Type of Local Demand</th>
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<tbody>
<tr>
<td><strong>Present</strong>&lt;br&gt;Most relevant demand share</td>
<td><strong>Potential</strong>&lt;br&gt;a. Population density&lt;br&gt;b. Sectorial specialization&lt;br&gt;c. Added value/differentiation of the specialized food production</td>
</tr>
<tr>
<td><strong>Local</strong>&lt;br&gt;Extra- Eco Region</td>
<td><strong>Potential</strong>&lt;br&gt;Local&lt;br&gt;a: high&lt;br&gt;b: low&lt;br&gt;c: low</td>
</tr>
</tbody>
</table>
RESULTS

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

• 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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