SUSTRAINY
Sustainable action Training for Youth

Co-funded by the
Erasmus+ Programme
of the European Union

SUSTRAINY PROJECT

ECONOMY

TOPIC N°2
TERRITORIAL AND LOCAL
### DEVELOPMENT

Table of Content

Introduction to the topic

Territorial and Local development became visible in a rather sudden way in the middle of the 1980s. It was the result of the conjunction of particular economic (crisis of the traditional industries, widespread emergence of the services economy), social (persistent unemployment, new social exclusion forms in the cities) and political (decentralisation, crisis of the central Welfare State, European integration) elements. From the mid-80s until 2000, the EU interventions were marked by continuous political effort to transform the spontaneous phenomenon of local development into a genuine component of European economic development, through an increasingly sophisticated and varied range of interventions, programmes and measures. The future EU support to local development should pass the test of subsidiarity, which means that it should clearly show that it will provide additional benefits. It has also to take into account the other EU policies[1] and the past experience. This leads to a set of 10 criteria:

● ownership and visibility,
● effectiveness and targeting issues,
● capacity building,
● innovation,
● stable financial resources,
● territorial cohesion,
● feasibility,
● low transaction costs,
● adaptability to different contexts and starting points,
● coherence with other programmes and funds.

Local development is intrinsically associated with a multidimensional concept of change bringing together economic, social, cultural and environmental dimensions; together with a transversal dimension of innovation. Local and territorial development help improving quality of life, supporting or accelerating empowerment of ordinary people, developing or preserving local assets, overcoming market failures, strengthening cohesion, and defining and delivering grass-root development projects . This report is a rapid overview of this topic looking on four specific issues:Rural development (Chapter 1), Urban Mobility Plan (Chapter 2), Community and Capacity building (Chapter 3), Business and Enterprise (chapter 4).
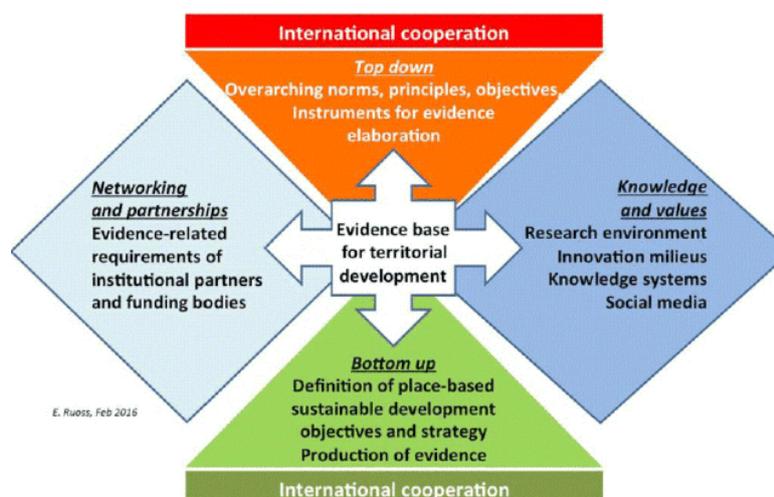
Chapter 1 Rural Development

1.1 The birth of MEC and CAP

The six countries that made up the European Common Market (MEC) had just emerged from the Second World War, where the population had experienced situations of serious food shortages. At that time the partners of the Roman agreement sent their agriculture ministers to Stresa, between 3 and 11 July 1958, to decide what the MEC's agricultural policy would be. The order of governments was one: to ensure the certainty and abundance of supplies, whatever situation could pass through the world market. The very hard rivalry between the USA and the USSR made it easy to foresee, in fact, difficulties in maritime transit: the imperative was to ensure food for all Europeans[1]. The CAP (Common or Community Agricultural Policy)[2] , from its inception, had set itself four objectives:

● to ensure a fair standard of living for the agricultural community and to satisfy farmers through the in-tervention price, the minimum guaranteed price for agricultural products set by the European Community. The price of the product could not fall below this;
● to steer agricultural enterprises towards greater production capacity (limiting the factors of production, increasing technological development and using better agronomic techniques);
● to stabilize the markets;
● to ensure affordable prices for consumers.
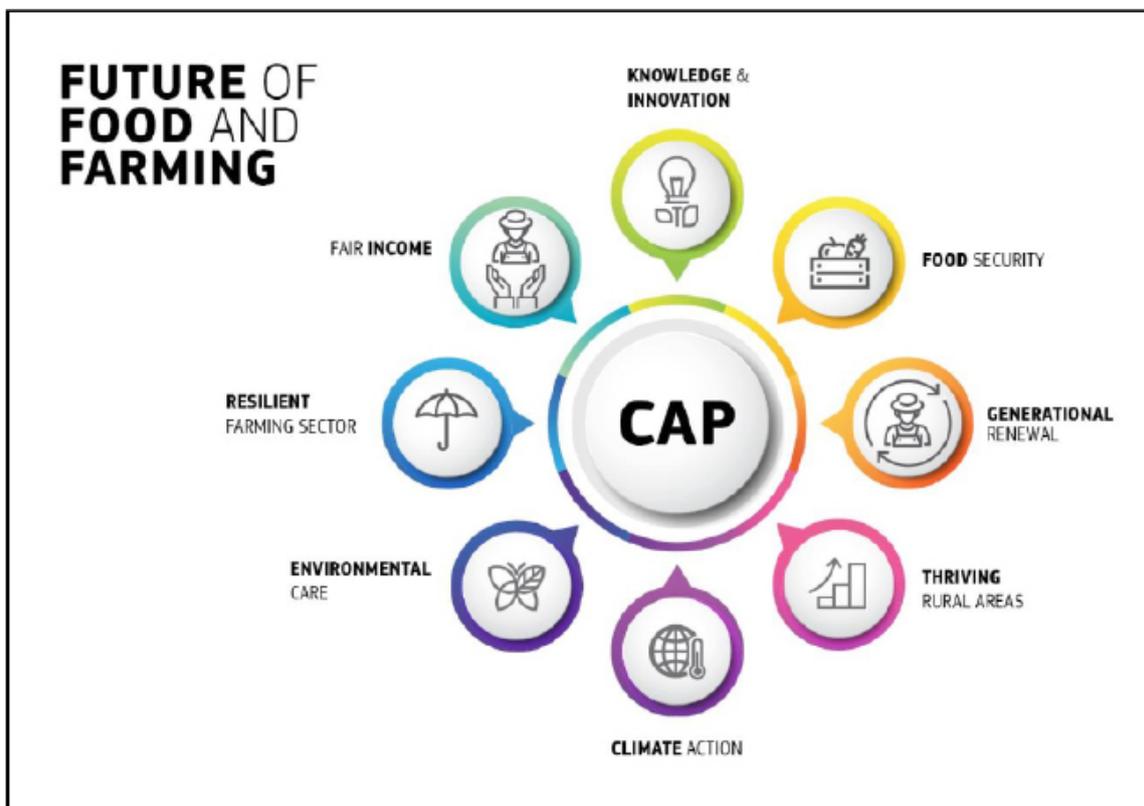
Source: https://ec.europa.eu/info/news/future-cap-whats-cooking-next-cap_en

1   https://it.wikipedia.org/wiki/Politica_agricola_comune
2   https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy_en

The European Agricultural Guidance and Guarantee Fund (EAGGF)[1] was established for this purpose. Prices were maintained by the EEC[2], thanks to special farms which were concerned with the purchase of surplus production at an intervention price slightly lower than the target price.

Due to the global food crisis and climate change, the reform of the common agricultural policy has recently been the subject of debate in the European Parliament. From April to June 2010, Dacian Cioloş, the European Commissioner for Agriculture and Rural Development, organised a public debate on the future of the CAP. This debate was open to all sectors of society. According to the European Commissioner: "European agricultural policy is not just a domain reserved for farmers. It is society as a whole that benefits from this common European policy, which covers areas such as food, land management and environmental protection".

For this debate, the EU created a website[3] where the general public, but also agricultural organisations, could send their contributions. The debate was focused on 4 questions. The public could express their opinion on each question:

● Why a European Common Agricultural Policy?

● What objectives does society assign to agriculture in all its diversity?

● Why reform the current CAP and how can it meet society's expectations?

● What are the tools for the CAP of tomorrow?

Individuals sent almost 6000 contributions, think tanks and stakeholders (farmers, etc.). Dacian Cioloș listed the seven challenges that the CAP is facing today: food, globalisation, environment, economic challenge, territorial challenge, agricultural diversity and policy simplification. His vision for the future, using his words, is as follows: "I see a strong CAP, based on two pillars. A CAP that supports the diversity of all European agriculture and rural territories, a CAP that creates the public goods that European society expects"[4].

1.2 European rural development funds and programmes

The European Agricultural Fund for Rural Development (abbreviated EAFRD)[5] is a European Union structural fund dedicated to the promotion of agricultural activities and rural areas. The fund is limited in time and is managed according to a seven-year programme. This fund places particular emphasis on the so-called second pillar of the common agricultural policy, namely rural development. The first pillar focuses on price support for agricultural products and direct income support for farmers, managed through a non-structural fund, the EAGF.

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1   https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/financing-cap/cap-funds_en
2   https://eur-lex.europa.eu/legal-content/IT/TXT/?uri=legissum:xy0023
3   https://web.archive.org/web/20100415230300/http://ec.europa.eu/agriculture/cap-post-2013/debate/index_en.htm
4   https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/cap-glance_en
5   https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_en#eafrd

Source: https://www.nationalruralnetwork.ie/leader/

The European Community is responsible for drawing up the regulations that give rise to programming. The Member State proposes to the European Community a National Strategic Plan for Rural Development. While the individual Region its Rural Development Programme if approved, will be activated in the area of competence. The Country or Region assumes the status of the Managing Authority.

The Common Agricultural Policy (CAP) is one of the most important Community policies, committing around 39% of the EU budget. It is provided for in the Treaty establishing the Communities. The three long-term rural development objectives for the period 2014-2020 are:

● stimulating the competitiveness of the agricultural sector
● ensuring sustainable management of natural resources and climate action
● achieving balanced territorial development of rural economies and communities, including the creation and maintenance of jobs.

The EAFRD budget[1] for the period 2014-2020 amounts to approximately EUR 100 billion. The budget will be spent through the implementation of rural development programmes which will continue until the end of 2023.

The figure is distributed according to the following six priorities:

● promoting knowledge transfer and innovation in the agricultural, forestry sector and rural areas;

● enhancing the profitability and competitiveness of all types of agriculture, promoting innovative agricultural technologies and sustainable forest management;

● promoting the organisation of the food chain, animal welfare and risk management in the agricultural sector;

● encourage resource efficiency and the shift towards a low-carbon and climate-resilient economy in the agri-food and forestry sector;

● preserving, restoring and enhancing ecosystems related to agriculture and forestry;

● promoting social inclusion, poverty reduction and economic development in rural areas.

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1   https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/rural-development_en

The coronavirus has shaken Europe and the world to its core, testing healthcare and welfare systems, our societies and economies and our way of living and working together. To protect lives and livelihoods, repair the Single Market, as well as to build a lasting and prosperous recovery, the European Commission is proposing to harness the full potential of the EU budget. Next Generation EU of €750 billion as well as targeted reinforcements to the long-term EU budget for 2021-2027 will bring the total financial firepower of the EU budget to €1.85 trillion.

Next Generation EU will raise money by temporarily lifting the own resources ceiling to 2.00% of EU Gross National Income, allowing the Commission to use its strong credit rating to borrow €750 billion on the financial markets. This additional funding will be channelled through EU programmes and repaid over a long period of time throughout future EU budgets – not before 2028 and not after 2058. To help do this in a fair and shared way, the Commission proposes a number of new own resources. In addition, in order to make funds available as soon as possible to respond to the most pressing needs, the Commission proposes to amend the current multiannual financial framework 2014-2020 to make an additional €11.5 billion in funding available already in 2020. The money raised for Next Generation EU will be invested across three pillars: 1. Support to Member States with investments and reforms; 2. Kick-starting the EU economy by incentivising private investments; Addressing the lessons of the crisis.

1.3 Tools and networks

The European Network for Rural Development (ENRD). It is a centre for the exchange of information on how rural development policy, programmes, projects and other initiatives work in practice and how they can be improved to achieve more results. The ENRD was established in 2008 by the European Commission, Directorate-General for Agriculture and Rural Development (DG AGRI). the Assembly of European Rural Networks and the Steering Group (stakeholders that providing strategic direction, guidance and coordination) governs this structure. The ENRD is not an associative organisation. Its work aims to involve and reach anyone with an interest and commitment to rural development in Europe.

The main stakeholders of the EN RD include the following:

● National Rural Networks (NRN);
● RDP managing authority and paying agencies;
● Local Action Groups (LAGs);
● European organisations;
● Agricultural advisory services;
● Agricultural and rural researchers;
● Other rural development organisations and individuals concerned
● In the current programming period 2014-2020, the ENRD has four key objectives:
● To increase stakeholder involvement in rural development;
● To improve the quality of rural development programmes (RDPs);
● To inform about the benefits of rural development policy;
● Support the evaluation of RDPs.

1.4 Agricolture 4.0 – best practices

Digitalisation is increasingly gaining ground in the agro-food sector, among technologies that improve the quality and sustainability of crops; innovations for the competitiveness of companies and tools for product traceability. Agriculture 4.0 uses several interconnected technologies to improve crop yield and sustainability, to increase production and processing quality and to improve working conditions.

Source: Unsplash: Cameron Venti -https://unsplash.com/s/photos/drone-view-vineyard-field?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText

Best practice 1. "SmartAgriHubs"(a consortium of start-ups, professionals and research centres aiming at the digitization of agriculture) is moving in this direction. The sectors concerned are arable farming, livestock, vegetables, fruit and aquaculture. The Italy-Malta district is led by the Consortium for Innovation of the Emilia Romagna Region (Art-ER) and Coldiretti. It is a 20 million euro EU project funded by the Horizon 2020 research and development programme which aims to achieve, in its 2018-2022 planning period, the digitization of European agriculture. The University of Wageningen coordinates the project. It brings together a consortium of over 164 partners, including SMEs, start-ups and technology experts.
The SmartAgriHubs project includes digitisation activities in all five agri-food sectors, such as arable, livestock, vegetables, fruit and aquaculture.

Best practice 2. Aeroponics Mediterranean Ltd. – 'Planty' 'Planty' has built a state-of-the-art greenhouse that uses environmentally friendly techniques and covers the complete production cycle from seed to market. Seeking innovative agriculture projects that are environmentally friendly and adapted to the market reality of Cyprus, the beneficiaries decided to invest in a state-of-the-art agricultural production unit. The new unit will provide premium horticultural products to the Cypriot market and, more importantly, will be able to export these products to new markets, such as Greece and the Gulf Countries. Rural Development Programme (RDP) support facilitated the construction of a state-of-the-art greenhouse which includes a nursery and a hydroponic growing plant, using Nutrient Film Technique (NFT) as well as storage and packaging facilities.Establishmentof a 10 000 m2 state-of-the-art facility and greenhouse made up of a 5 000 m2 nursery and a 5.000 m2 area for hydroponic production using the Nutrient Film Technique (NFT).

The facility also includes 850 m2 for storage and packaging facilities, ready to supply the market with premium horticultural and hydroponic products including micro leaves/microgreens, herbs and leafy vegetables.[1]

Best practice 3. If you're in Amsterdam you should definitely visit **De Cuevel - Amstedam** is one of the most sustainable and unique urban developments in Europe. De Ceuvel is an award-winning, sustainable planned workplace for creative and social enterprises on a former shipyard on the Johan van Hasselt kanaal off the river IJ in Amsterdam North. In 2012, the land was secured for a 10-year lease from the Municipality of Amsterdam after a group of architects won a tender to turn the site into a regenerative urban oasis.

The former industrial plot is home to a thriving community of entrepreneurs and artists, where all involved have lent a hand to build Amsterdam's first circular office park. The plot hosts creative workspaces, a cultural venue, a sustainable café, spaces to rent, and a floating bed & breakfast.
In the former shipyard they have realized one of the most unique urban experiments in Europe. Old houseboats have been placed on heavily polluted soil, the workspaces have been fitted with clean technologies and it has all been connected by a winding jetty. Around the houseboats phyto-remediating plants work to clean the soil. De Ceuvel is not only a "forbidden garden" which will leave behind cleaner soil, but also a playground for sustainable technologies. Through experimentation, they are as energy self-sufficient as possible and process their waste in new, innovative ways.

Source: https://deceuvel.nl/en/about/general-information/

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1   https://enrd.ec.europa.eu/projects-practice/aeroponics-mediterranean-ltd-planty_en

Chapter 2 Urban Mobility Planning

2.1 The ecological impact of cities

Over 70% of the EU population lives in cities and this growth will continue in the coming years. Many of the social, economic and environmental issues facing Europe have an urban dimension and are very likely to have a greater impact in cities. On the other hand, cities are where the potential for innovation to solve these problems lies. Although the urban policy is not an explicit competence of the European Union, the last thirty years have seen efforts to give an urban dimension to EU policy. Economic, social and territorial cohesion cannot have a real impact without urban authorities, and in the EU over half of total public investment is made by sub-national authorities such as cities.

Source: Unsplash: Norali Nayla https://unsplash.com/s/photos/bikes?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText

Cities need to do more with less, respond to growing challenges, but with lower budgets; they need to imagine innovative solutions to be smarter, but also greener.

Households consume 29% of global energy, contributing 21% of CO2 emissions, and mobility (transport) is responsible for a quarter of the EU's greenhouse gas emissions and their impact is growing. Achieving climate neutrality requires a 90% reduction in transport emissions by 2050 and will require the contribution of road, rail, air and waterborne transport. Achieving sustainability in transport means putting users first and providing them with cheaper, accessible, healthy and clean alternatives to their current mobility habits. In 2020, the Commission will adopt a strategy for smart and sustainable mobility that will address this challenge, without neglecting any emission sources.

This challenge is particularly relevant for cities, which can more easily find innovative and accessible solutions. Stakeholders from all Member States responded to the consultation and confirmed the need for an EU Urban Agenda[1] with specific objectives and a defined functioning. The aim is to improve the way EU policies are designed and implemented at the local level. It does not seek additional regulation or funding, but a working method that is better suited to cities and takes into account the views and practices of urban stakeholders on the ground.

2.2 EU and transports

Under the broad theme 'Network Infrastructure in Transport and Energy', the European Regional Development Fund (ERDF) and the Cohesion Fund invest in several priorities to promote sustainable transport and remove bottlenecks in key network infrastructures, including energy networks.
More details on investment priorities can be found in the Fund Regulation[2].
Theme Budget for 2014-2020: €69 710 088 697.

Source: https://cohesiondata.ec.europa.eu/themes/7
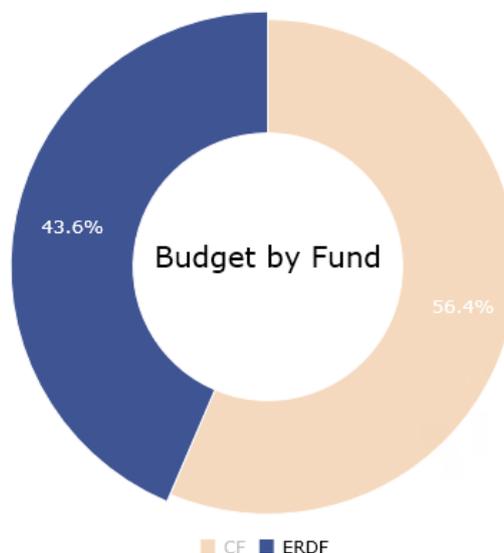
Several efforts have been made at different levels by different actors. The European Commission , through the URBAN[3] Pilot Projects and the Community Initiatives[4], has allowed us to know and acquire results from practical experiences. The main results showed that an integrated - horizontal and vertical - approach to sustainable urban development was needed, combining soft and hard investments and ensuring the involvement of stakeholders and citizens. The approach was integrated into the 2007-2013 programming period of the European Structural Funds, giving all the Member States and the Managing Authorities the possibility to envisage measures in support of sustainable urban development.

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1   https://ec.europa.eu/regional_policy/en/policy/themes/urban-development/agenda/
2   https://cohesiondata.ec.europa.eu/themes/7
3   https://ec.europa.eu/regional_policy/archive/urban2/urban/upp/src/frame4.htm
4   https://ec.europa.eu/regional_policy/archive/urban2/urban/initiative/src/frame1.htm

In the current ERDF Regulation for the period 2014-2020, this has been further strengthened in Article 7 with increased financial resources and new delivery mechanisms such as Integrated Territorial Investment. In each EU Member State, a minimum of 5% of the ERDF must be invested in integrated Sustainable Urban Development, with decisive and direct intervention by the urban authorities. Three different modalities can be used within operational programmes:

● A specific priority axis of an operational programme dedicated to Sustainable Urban Development
● A specific operational programme dedicated to Sustainable Urban Development
● Integrated Territorial Investment (ITI): A certain part of the financial envelope of one or more priority axes of one or more operational programmes can be implemented through ITIs.

Automated and connected multimodal mobility will play an increasingly important role, together with intelligent traffic management systems made possible by digitisation. The EU transport system and infrastructure will be made fit to support new sustainable mobility services that reduce traffic and pollution, in particular in urban areas. Through its funding instruments, the Commission will contribute to the development of intelligent traffic management systems and "mobility as a service" solutions.

The Sustainable Development Goal 11 states that in 2002 the automotive stock in OECD countries was 550 million vehicles (of which 75% were personal cars). By 2020, an increase of 32% of vehicles owned was expected. In the same period, the number of kilometres travelled by cars was expected to increase by 40%, together with a tripling of world air traffic. Transport pollution must be drastically reduced, especially in cities. A combination of measures should focus on emissions, urban traffic congestion and the improvement of public transport. The Commission will propose stricter air pollutant emission standards for internal combustion engine vehicles. It will also propose to revise the legislation on CO_2 performance levels of passenger cars and vans by June 2021 to ensure a clear path towards zero-emission mobility in the post-2025 period.

The EU should in parallel increase the production and diffusion of sustainable alternative fuels for the transport sector. By 2025, around 1 million public charging and refuelling stations will be needed for the 13 million low and zero-emission vehicles expected on Europe's roads. Se vuoi conoscere nel dettaglio The green deal roadmap[1] and the planning of a strategy for sustainable and smart mobility puoi approfondire al link: **EUROPEAN COMMISSION Brussels, 11.12.2019 COM(2019) 640 final ANNEX ANNEX to the COMMUNICATION FROM THE COMMISSION TO THE EUROP**

2.3 Sustainable Mobilty Plan

EU cities play a crucial role as engines of change, and often pioneer innovative solutions to environmental challenges. They have huge potential for energy savings, for mobilising change towards a carbon-neutral economy and for driving the economy. They are places of connectivity, creativity and innovation, and service hubs for their surrounding areas. More and more European cities are putting environmental sustainability at the core of their urban development strategies. The EU Urban Agenda, also known as the Pact of Amsterdam, was adopted by the Council on 30 May 2016. It aims at promoting cooperation between Member States, the European Commission and cities in order to stimulate growth, liveability and innovation in the cities of Europe.

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1   https://ec.europa.eu/info/sites/info/files/european-green-deal-communication-annex-roadmap_en.pdf
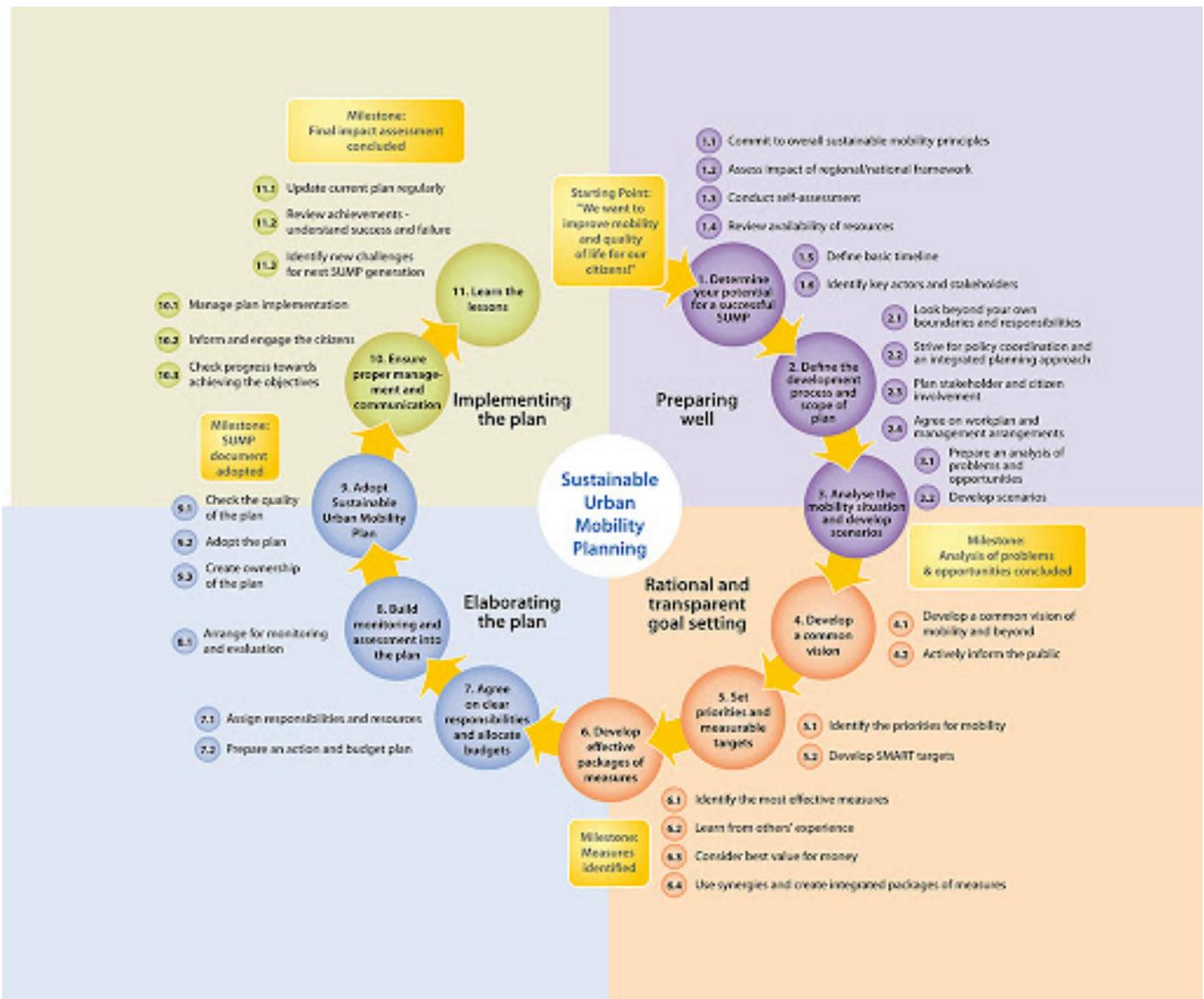
Source: http://www.newslettereuropean.eu/sustainable-urban-mobility-new-metropolitan-lifestyle/

Within these partnerships, the European Commission, Member States and European cities will work together to ensure that the urban dimension is strengthened in EU policies through: 1. Improving the development, implementation and evaluation of EU legislation; 2. Ensuring better access to and utilisation of European funds; 3. Improving the EU urban knowledge base and stimulating the sharing of best practices and cooperation between cities.

Urban mobility planning is a challenging and complex task. Planners need to manage many, sometimes conflicting demands and requirements on the local level and even beyond when it comes to contributing to European climate change and energy efficiency targets. The complexity increases in case of political change and, as is currently the case in many European countries, severe financial constraints. A Sustainable Urban Mobility Plan contributes to reaching the European climate and energy targets set by EU leaders. It has been widely promoted by the European Commission, for example, via the Action Plan on Urban Mobility (2009) and the Transport White Paper (2011) as a new planning concept able to address transport-related challenges and problems of urban areas in a more sustainable and integrative way. It is expected that Sustainable Urban Mobility Plans remain on the policy agenda of the European Commission and the Member States.

In contrast to traditional transport planning approaches, the new concept places particular emphasis on the involvement of citizens and stakeholders, the coordination of policies between sectors (transport, land use, environment, economic development, social policy, health, safety, energy, etc.), between authority levels and between neighbouring authorities. Sustainable urban Mobility Plans require a long-term and sustainable vision for an urban area and take account of wider societal costs and benefits with the aim of "cost internalisation" and stress the importance of evaluation.

Useful tools to achieve these objectives are the Urban Development Network[1] the "Urban Innovative Actions"[2] initiative. The network consists of over 500 cities/urban areas across the EU responsible for implementing integrated actions based on ERDF-funded sustainable urban development strategies in the period 2014-2020. The mission of the Network is to:

● examine how European funds are implemented on the ground in European cities and towns

● Support the exchange of information between cities involved in Integrated Sustainable Urban Development and Innovative Urban Actions

● Promote direct dialogue between the Commission and cities on sustainable urban development.

"Urban Innovative Actions" is a European Union initiative to test innovative ideas and support urban authorities in their efforts to ensure sustainable urban development. It is rooted in a strong commitment at the European level to strengthen the urban dimension of EU policies.

Cohesion policy addresses diverse development needs in all EU regions and cities, with a budget of € 351.8 billion – almost a third of the total EU budget. The ESIFs include the European Regional Development Fund (ERDF) and Cohesion Fund (CF) for development and structural adjustments of regional economies, economic change, enhanced competitiveness as well as territorial cooperation. The UIA initiative provides urban areas throughout Europe with resources to test new and unproven solutions to address urban challenges. The initiative has a total budget of €371 million for the period 2015 to 2020[3].

2.4 The practices of green mobility

Best practice 1. I invite you to take a look at this interesting initiative to develop the diffusion of electric mobility: the project **"Elviten - Electrified L-category vehicles integrated into transport and electricity networks"**

The project aims to demonstrate how light electric vehicles (electric bicycles, electric scooters, tricycles and electric cycle panels) can be successfully integrated into urban mobility, offering cost-effective solutions for people, business or tourism, as well as for goods. The six European cities involved in the demonstration phase (Bari, Genoa, Rome, Berlin, Malaga, Trikala) are each experimenting with a different fleet of EL-Vs, to respond to specific mobility problems. Users in the pilot cities will be able to use Elviten services through mobile and fixed device applications for booking charging points, managing electricity roaming, booking sharing services, and using the electric vehicles provided for the project.

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1   https://ec.europa.eu/regional_policy/en/policy/themes/urban-development/network/#Relation
2   https://www.uia-initiative.eu/en/initiative/uia-european-context
3   https://www.uia-initiative.eu/en

Special tracking equipment installed in the EL-Vs will record the speed, potential delays and movements of vehicles in the city. The data collected will be used by the project partners to generate guidelines and business models for service providers and vehicle manufacturers. The idea is to provide the right tools to implement safe, comfortable and simple use of these vehicles through replicable schemes and support services for public authorities in other European cities.

Source: https://ec.europa.eu/environment/europeangreencapital/launch-of-the-2018-egc/

Best practice 2 - 5 cities that today, in Europe, stand out for being recognised as examples of **excellence in sustainable mobility** and <u>**european green Capital**</u> are:

Copenhagen - Denmark - Awarded as „Sustainable city of the future", it is the quintessential sustainable city in Europe. In addition to the many actions in the field of energy, water-saving and reduction of emissions into the atmosphere, since 1995 it has implemented incentive policies for sustainable mobility. The closure of the city centre to cars in favour of „slow" mobility, favours cycling (almost 40% of commuters go to work by bike) and guarantees a comfortable use of the city for tourists and inhabitants, who can thus fully enjoy its enchanting atmosphere.

Helsinki - Finland - To celebrate its 462nd birthday, the city has recently expanded its network of cycle paths. The lanes, designed in such a way as not to interfere with pedestrian and car paths, are developed within the city centre „Baana", below the street level, and are connected by ramps to all strategic points of the city. This work, conceived with a view to safety for cyclists and pedestrians, has also made it possible to carry out numerous environmental requalification and restoration works with the creation of green spaces equipped for a wide variety of sports.

Amsterdam - Holland - The attention to ecological issues has been alive in Holland for some time, so much so that the city has some of the highest environmental quality standards in the world. Among the numerous initiatives promoted at the local level for mobility, especially for cycling, a particular form of car-sharing has recently begun to develop with which anyone can make their vehicle available to the community. This new way of conceiving the sharing of private transport is achievable utilizing an online platform that manages routes and users and thanks to a high level of civilisation of the inhabitants of the Dutch capital.

Paris - France - A project that started about two years ago, in the whole metropolitan area of the city of Paris (about 45 municipalities), has led to the creation of a vehicle fleet consisting of about 1,700 electric vehicles (soon to reach 3,000 vehicles) all made available to the community. In this way, it has been possible to eliminate more than 20,000 private cars from the streets of Paris, greatly reducing the impact of mobility and the inconvenience of transport. The benefits obtained concerned the reduction of emissions into the atmosphere, a reduction in vehicle traffic and the reduction of noise levels, with consequent benefits in terms of liveability.

Venice - Italy - Venice is also a candidate to become one of the European capitals of sustainable mobility. You may wonder how this is possible in a city where the most common means of transport is the boat? And instead, there is a project that provides for the replacement of water buses, used as public transport, with models equipped with hydrogen engines, completely eco-sustainable and zero impact. Renewing the mobility of Venice would mean reducing pollution, noise and, above all, limiting the insidious action of the wave motion that endangers the stability of the magnificent "city of water".

Chapter 3
Community and Capacity building

3.1 Community Development – THE CONCEPT

Source: http://teampactsolutions.com/capacity-building

The United Nations defines **community development** as „a process where community members come together to take collective action and generate solutions to common problems."It is a broad concept, applied to the practices of civic leaders, activists, involved citizens, and professionals to improve various aspects of communities, typically aiming to build stronger and more resilient local communities. The purpose of community development is to help create the conditions for an inclusive and sustainable society by supporting communities to engage in collective action for transformative change.

Community development seeks to empower individuals and groups of people with the skills they need to effect change within their communities. These skills are often created through the creation of social groups working for a common agenda. Community developers must understand both how to work with individuals and how to affect communities' positions within the context of larger social institutions.

Communities are not only defined as a physical location such as the city, town or village where we live, they can also be defined by common cultural heritage, language, and beliefs or shared interests, these are sometimes called communities of interest. An individual can be part of a neighbourhood community, a religious community and a community of shared interests all at the same time. The relationships, whether with people or the land, define a community for each individual.

The term **"development"** often carries an assumption of growth and expansion. During the industrial era, development was strongly connected to increased speed, volume and size. However, many people are currently questioning the concept of growth for numerous reasons: a realization that more isn't always better, or an increasing respect for reducing outside dependencies and lowering levels of consumerism. So while the term "development" may not always mean growth, it always implies change. The community development process takes charge of the conditions and factors that influence a community and changes the quality of life of its members. Community development is about community building where the process is as important as the results. One of the primary challenges of community development is to balance the need for long-term solutions with the day-to-day realities that require immediate decision-making and short-term action.[1]

Community development is a process by which communities:

- become more responsible
- organize and plan together
- develop healthy lifestyle options
- empower themselves
- reduce poverty and suffering
- create employment and economic opportunities
- achieve social, economic, cultural and environmental goals

Whereas the term "**community capacity building"** has evolved from past terms such as institutional building and organizational development. In the 1950s and 1960s, these terms referred to community development that focused on enhancing the technological and self-help capacities of individuals in rural areas. In the 1970s, following a series of reports on international development, an emphasis was placed on building capacity for technical skills in rural areas, and also in the administrative sectors of developing countries. In the 1980s the concept of institutional development expanded even more. Institutional development was viewed as a long-term process of building up a developing country's government, public and private sector institutions, and NGOs. Capacity building became a crucial topic during the 1990s. With increasing concerns about environmental issues such as climate change, there has been a focus on achieving **sustainable development**, or development that maximizes social, economic, and environmental benefit in the long run while protecting the earth. During debates about how to achieve sustainable development, it has become a common place to include discussions about local community empowerment as well as "related concepts of participation, ownership, agency and bottom-up planning." In order to empower local communities to be self-sustaining, capacity building has become a crucial part of achieving sustainable development.

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1   http://www.peernetbc.com/what-is-community-development

3.2 Core values and impacts

The core values for community development are concerned with greater social justice, which means working for a society where human rights are promoted and all forms of oppression, discrimination and exclusion are addressed. Through articulating and applying the principles of collective learning, empowerment, participation and active citizenship, collective decision-making and action for equality, community development is a participative and dynamic process.

The core values and the community development process are[1]:

Collective learning: people learn and build confidence by reflecting critically on their circumstances, and from their experience of tackling issues collectively, building solidarity and support through emphasising the common aspects of individual experiences.

Empowerment happens when communities collectively build power for change through awareness raising, critical analysis and developing and sharing skills and knowledge to enhance their capacity to become actively involved in addressing both the causes and consequences of their marginalisation.

Collective action for collective outcomes involves communities developing an analysis of their circumstances, identifying priority needs and issues and addressing these through collective action. It requires the building of solidarity through alliances with other groups, organisations and agencies in order to advance key community objectives as well as learning from others, nationally and globally.

Meaningful participation is essential for **active citizenship** based on a belief that the health of communities, and society as a whole, is enhanced when women and men are motivated and able to have a say in decisions that affect their lives. It is achieved by addressing barriers to participation and facilitating the involvement of groups who experience social exclusion, marginalisation and discrimination in decision-making, planning and action. It succeeds by creating spaces and opportunities for lived experiences shared and voices to be heard, from local to global levels.

Equality involves challenging the attitudes of individuals, and the practices of institutions and society which discriminate against and marginalised women and men based on ability, age, gender, marital or family status, socio-economic status, nationality, skin colour, ethnic group, sexual orientation or religious beliefs.

The main principles to build the community development process are:

- Collectivity;
- Community Empowerment;
- Social Justice and Sustainable Development;
- Human Rights, Equality and Anti-discrimination;
- Participation.

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1   http://eucdn.net/wp-content/uploads/2014/10/2014-24-09-EuCDN-Publication-FINAL.pdf

Effective community development should be a long-term endeavour, well-planned, inclusive and equitable, holistic and integrated into the bigger picture, initiated and supported by community members, of benefit to the community, grounded in experience that leads to best practices. Community development seeks to improve the quality of life. Effective community development results in mutual benefit and shared responsibility among community members. It recognizes the connection between social, cultural, environmental and economic matters; the diversity of interests within a community; its relationship to building capacity. Community development helps to build community capacity in order to address issues and take advantage of opportunities, find common ground and balance competing interests.

3.3 Community Networks

Across Europe, community development methods include:

Bringing people together around their shared experiences and interests - such as community meetings; advocacy; social events; festivals and street parties; arts and music activities

Identifying and exploring the factors underpinning their marginalisation or exclusion - such as story-dialogue, theatre of the oppressed; conflict resolution, management or transformation; facilitation; group work

Building and owning evidence and a future vision - such as community-led research including community profiling and needs analyses; future visioning; focus groups; community meetings

Developing confidence, skills and understanding - such as community education and learning; support; encouragement; evaluation

Mobilising and organising, networking and strengthening visibility - such as strategic planning; forming and supporting community groups; communications; alliance building

Taking action such as campaigning; lobbying; engaging with public bodies and political processes; self-directed projects; fundraising

The European Community Development Network (formerly Combined European Bureau for Social Development – CEBSD) is a non-governmental European umbrella organisation which brings together a variety of partners from a dozen countries both inside and outside of the European Union. This network has developed the framework in community development with values, approaches and methods according to the Eu principles which affects a wide range of policies – social inclusion, urban and rural development, planning, the physical environment, employment, spatial segregation, sustainable development, environmental protection and transport.

3.4 Capacity building - BEST PRACTICES
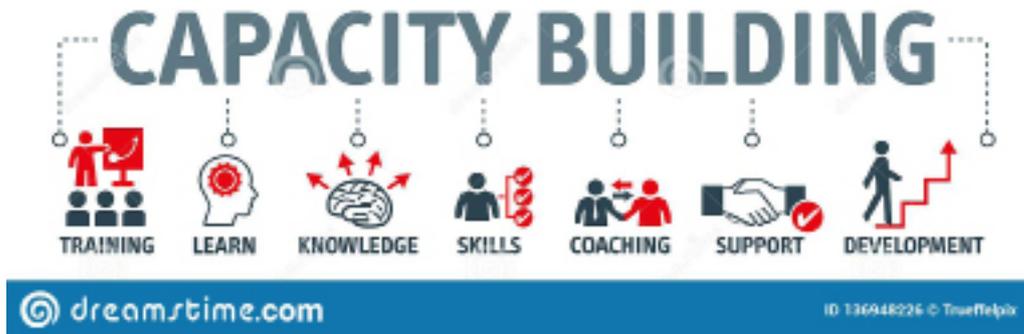
Here two interesting and sustainable projects developed for the cultural program Matera Capital of Culture 2019. They both created a social, cultural and environmental impact on the local community.

Best Practice n. 1

Open Design School is a laboratory of interdisciplinary experimentation and innovation, born as a pillar project at the service of the realization of the cultural program of Matera 2019 - Capital of culture. It is a horizontal platform, a place of sharing and mutual learning, driven by the need for continuous creative exchange between art, science and technology. Inside, they design, model and build solutions through a modular system that, as well as being functional and reversible, temporarily modifies the urban space suggesting new possibilities of use, inviting the public to enjoy the artistic content and feel an active part of Matera 2019. ODS was also born as an opportunity to develop new networks and new economies within the city, but also as a generator that allows an active and collective re-engagement of public space. They have involved 110 Italian and European artists and professionals from Basilicata in the activities of the Open Design School, they have mapped about 400 places, produced 9 large exhibitions, 11 urban installations and 10 cultural events, thus encouraging the meeting and enjoyment of creative content by the public.

Best Practice n. 2

Silent city is a format for the creation of an opera lyric, an audience development process and an artistic investigation of the city and its communities. It is an original community lyric opera created - in every phase - by young people, the elderly and children of Basilicata and Matera in particular, led by the composer Nigel Osborne, together with national and international artists. *"For us, work as language became a way of investigating the city of Matera in its complexity. Stories, words, music and sounds."*

Chapter 4 Enterprise fostering local and territorial development

4.1 Entrepreneurship – THE CONCEPT

Source: https://www.afdb.org/en/topics-and-sectors/initiatives-partnerships/jobs-for-youth-in-africa/the-youth-entrepreneurship-and-innovation-multi-donor-trust-fund
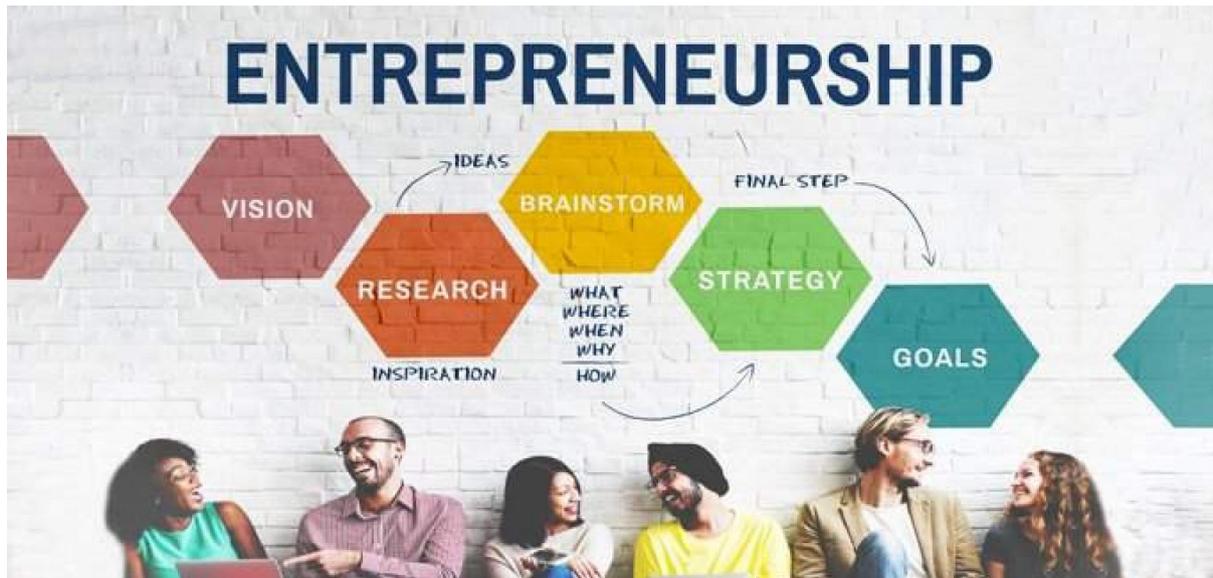
The concept of "entrepreneurship" can be defined as the creation or extraction of value, as the process of designing, launching and running a new business, which is often initially a small business, or as the „capacity and willingness to develop, organize and manage a business venture along with any of its risks to make a profit" (business dictionary definition). The people who create these businesses are often referred to as entrepreneurs. An entrepreneur is an entity which has the ability to find and act upon opportunities to translate inventions or technologies into products and services creating innovation. The entrepreneur is commonly seen as an innovator, a designer of new ideas and business processes. Management skills and strong team building abilities are the essential leadership attributes for successful entrepreneurs. Whereas the term „enterprise"[1] has two common meanings: firstly, it is simply another name for a business; secondly, and perhaps more importantly, the word enterprise describes the actions of someone who shows some initiative by taking a risk by setting up, investing in and running a business. The two key words above – **initiative and risk** are referring to a person who „makes things happen". In the 2000s, entrepreneurship has been extended from its origins in for-profit businesses to include social entrepreneurship, in which business goals are sought alongside social, environmental or humanitarian goals and even the concept of the political entrepreneur.

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1   https://www.tutor2u.net/business/reference/starting-a-business-what-is-enterprise

The SMEs - small medium enterprises are often referred to as the pillar of the European economy, providing a potential source for jobs and economic growth.

SMEs are defined by the European Commission as having less than 250 persons employed. Based on the number of people, there are:

- micro enterprises: with less than 10 persons employed;
- small enterprises: with 10-49 persons employed;
- medium-sized enterprises: with 50-249 persons employed;
- small and medium sized enterprises (SMEs): with 1-249 persons employed;
- large enterprises: with 250 or more persons employed.

These are the basic forms of business ownership[1]:

Sole Proprietorship: The simplest type of business owned and operated by a single person and very easy to set up.

Partnership: A business owned by two or more people who share responsibilities and profits.

Limited Partnership: A business partnership, often between business operators and investors.

Corporation: A type of fully-independent business with shareholders, one of the most complex business types.

Limited Liability Company (LLC): A mixture of a partnership and a corporation, designed to make it easier to start small businesses. One of the most popular business types for startups.

Non-profit Organization: A type of business that uses its profits for charitable purposes.

Cooperative (Co-op): A business owned and operated for the benefit of the members of the organization that use its services.

In the context of a modern market economy, it is absolutely necessary that small, medium-sized and large enterprises are able to coexist in a rationally proportional balance, each of them having advantages, as well as disadvantages. They generate most of the national income and, at the same time, ensure workplaces for the population.[2]

4.2 The value of the entrepreneurship education

Growing unemployment and industrial restructuring, with a high priority on employment development, have been boosted by research proving that employment growth was closely related to the birth of new firms and SMEs. Business is a major driver of socio-economic impact, a major predictor of business success, especially in the long term.

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1   https://www.volusion.com/blog/business-types/
2   https://pdfs.semanticscholar.org/3e01/c10e94c102f358a413624810c2634824c77d.pdf

By creating jobs, training workers, building physical infrastructure, procuring raw materials, transferring technology, paying taxes, and expanding access to products and services ranging from food and healthcare to energy and information technology, companies affect people's assets, capabilities, opportunities, and standards of living. They influence the society, local communities, supportive governments and other stakeholders now and into the future.[1]

Entrepreneurship education can help promote an entrepreneurial and innovative culture in Europe by changing mindsets and providing the necessary skills. The university traditionally has been focused on ensuring students secure jobs, not to hep them become entrepreneurs. Meanwhile globalisation, the rapid development of technology and the lower cost of travel have completely changed the nature of work. It is no longer enough to train students for a career. Universities must prepare students to work in a dynamic, rapidly changing entrepreneurial and global environment. Europe's competitiveness, innovation and economic growth depend on being able to produce future leaders with the skills and attitudes to be entrepreneurial in their professional lives, whether by creating their own companies or innovating in larger organisations. For this reason, entrepreneurship education is the first and arguably the most important step for embedding an innovative culture in Europe. Students who receive entrepreneurship education are more likely to become entrepreneurs in the future. Entrepreneurship helps broaden the horizon and provide skills enhancement opportunities for youths. It also helps in increasing employability and life chances while contributing to an extensive economic, social and local development. Effective entrepreneurship education can be achieved by teachers encouraging learners to determine the right questions, be creative and confident enough within their own capacity to take the necessary risks required to succeed. Creative environment must also support failure as mistakes that can help to improve and do better. Young people are future builders of the society and excellent teaching that includes entrepreneurship will be an essential part of their success.

Source: https://ec.europa.eu/social/main.jsp?catId=738&langId=en&pubId=8201&furtherPubs=yes

1   http://www.negociosinclusivoscolombia.org/site/wp-content/uploads/2017/05/WBCSD-Guide-to-Measuring-Impact.pdf

4.3 Startups competition

Startups may benefit from EU funding programmes aimed at promoting SMEs, as well as in relation to certain policies such as SME-specific competition rules. European Commission policy in relation to SMEs is mainly concentrated in five priority areas, covering:

- the promotion of entrepreneurship and skills
- the improvement of SMEs' access to markets
- reduction of bureaucratic procedures
- the improvement of SMEs' growth potential
- strengthening dialogue and consultation with SME stakeholders.

There are many startups competitions, here some important ones in Europe:

Clic project

The CLIC project applies the circular economy principles to cultural heritage adaptive reuse for achieving environmentally, socially, culturally and economically sustainable urban/territorial development. CLIC Start-up Competition has been designed to give cultural and creative entrepreneurs a real-world experience to fine tune their business plans and elevator pitches to generate funding for successful commercialization of their product.

Green Challenge

The Postcode Lotteries Green Challenge is one of the largest competitions in the field of sustainable entrepreneurship.

Creative Business cup Network

The Creative Business Cup is a global competition where participants have the opportunity to win a variety of prizes to help them build their ideas and concepts into sustainable businesses.

4.4 Sustainable business - EXAMPLES

An eco-friendly business, or "green business" is one that demonstrates a commitment to an environmentally sustainable future. Green businesses strive to have a positive impact on the environment and their community. This can be achieved through many practices and strategies, from recycling to sourcing local products to promoting energy efficiency. To develop a sustainable business it is important to consider some aspects, there are 8 things to include in opening a start up which are now very important for sustainable development. They can create a social, economic and environmental impact on the community and the territory itself.

Social Economic Aspects
- business ethics
- fair trade
- worker's benefits

People

Profit

SOCIETY
-Standard of living
-Education
-Jobs
-Equal opportunity

1

ECONOMICS
-Growth
-Profit
-Cost saving
-R&D

SUSTAINABILITY

2   3

Social Environmental:
- Conservation policies
- Environmental justice
- Global stewardship

ENVIRONMENT
-Natural resource use
-Pollution prevention
-Bio-diversity

Environmental Economic
- energy efficiency
- renewable fuels
- subsidies, incentives
- green technology

Planet

Source: https://medium.com/@Anaiska/contribute-to-a-better-world-be-a-successful-company-sustainabi-lity-in-a-shared-economy-startup-50cc72f2e37b

There are a lot of business, enterprises that develop products and services based on sustainability. The main examples are coming from the entrepreneurs.

An example of **10 Millennials Entrepreneurs** who contribute to make the world more sustainable, from innovative urban farming to restoring the world's degraded and threatened reefs, they are developing inspiring solutions to challenging global sustainability issues making impacts on the local and territorial development.

Best Practice n.1

<u>Elena Dieckmann and Ryan Robinson, co-founders, Aeropowder</u>

Elena Dieckmann and Ryan Robinson are the co-founders of Aeropowder, an award-winning UK startup producing plummo, a thermal packaging material made from waste feathers from the poultry industry. The entrepreneurs created plummo as a sustainable alternative to expandable polystyrene insulation, which has a devastating impact on the environment. Using the surplus feathers, which would otherwise be converted into a low grade animal feed, Aeropowder creates a high performance insulation textile covered with compostable food-grade liners, enabling more sustainable deliveries and embracing a circular economy.

Best Practice n. 2

<u>Iseult Ward and Aoibheann O'Brien, co-founders, FoodCloud</u>

Iseult Ward and Aoibheann O'Brien are the founders of FoodCloud, a Dublin-based online platform and app connecting British and Irish businesses with surplus food to local charities. Food retailers on the FoodCloud system upload descriptions of surplus dry and canned goods, and registered charities then receive a notification telling them that food is available for collection. FoodCloud also maintains storage Hubs to receive ad-hoc and regular surplus food from suppliers. The FoodCloud service and the surplus food is free for charities collecting from their local food retailer, and all food collected from the Hubs is available at operational cost. To date, the social enterprise has saved approximately 20 thousand tonnes of food, saving charities more than €61.5 million.

Source: https://www.youtube.com/channel/UCQevxDsQOjtWd-8IxM8XXfA

Chapter 5 JOIN THE MOVE

Networks: The European Network for Rural Development (ENRD) supports the effective implementation of EU Member States' rural development programmes (RDPs) by sharing knowledge and facilitating the exchange of information and cooperation across rural Europe.

Tips: The best practices portal and database of ENDR

LEADER TOOLKIT

The first version of the LEADER Toolkit was developed by the ENRD Contact Point during the 2007-2013 programming period. The LEADER Toolkit is addressed to all actors implementing the LEADER approach at Managing Authority as well as the local level. It can also be useful for Managing Authorities and local actors implementing CLLD in other EU Funds. The Toolkit is both a guide book for a beginner and a reference source and check list for those who are more advanced. The Toolkit as presented here summarises and updates materials from the earlier version to be 'fit for purpose' for the 2014-2020 programming period.

Tools: A guidance from the ENRDContact Point – **Report** concerns the essential and integrated role that Local Development Strategies (LDS) play in the LEADER/CLLD approach. It seeks to provide useful direction to Local Action Groups (LAGs) covering both the participatory processes needed to develop effective LDS and the key content of these strategies.

"I see a strong CAP, based on two pillars. A CAP that supports the diversity of all European agriculture and rural territories, a CAP that creates the public goods that European society expects" -Dacian Cioloş, the European Commissioner for Agriculture and Rural Development

Network:the European Green Capital Award

On 15 May 2006, the vision of 15 European cities was drawn up in a joint Memorandum of Understanding. They envisaged an award to reward cities that pioneered environmentally friendly urban living. Their initiative led to the launch of the E**uropean Green Capital Award** by the European Commission in 2008. Making a city greener has its own rewards, but becoming the European Green Capital is a great way for cities to boost local support and promote their sustainable solutions to tourists and investors. The award enables cities to inspire each other and share examples of good practices.

The winning cities so far are Stockholm (2010), Hamburg (2011), VitoriaGasteiz (2012), Nantes (2013), Copenhagen (2014), Bristol (2015), Ljubljana (2016) Essen (2017) and Nijmegen (2018).

The selection of the European Green Capital 2018 is based on the following 12 environmental indicator areas:
- Climate Change - Mitigation and Adaptation
- Local Transport
- Green Urban Areas; Incorporating Sustainable Land Use
- Nature and Biodiversity
- Ambient Air Quality
- Quality of the Acoustic Environment
- Waste Production and Management
- Water Management Wastewater Management
- Eco-innovation and Sustainable Employment
- Energy Performance
- Integrated Environmental Management

Tool: "Guidelines. Developing and Implementing a Sustainable Urban Mobility Plan"

These guidelines are intended for urban transport and mobility practitioners and other stakeholders involved in the development and implementation of a Sustainable Urban Mobility Plan. The guidelines are introducing the concept and the benefits of Sustainable Urban Mobility Plans as a new planning paradigm (Part I). They are describing and explaining the essential steps and activities to develop and ultimately implement such a plan (Part II). The guidelines are enriched by references to tools and sources of further information as well as more than 60 examples from all over Europe illustrating how individual activities of the plan development (and implementation) were carried out in practice. A complete compilation of the examples can be found in Annex C. Furthermore, Annex D offers urban transport and mobility planners a checklist of milestones to be achieved.

report interreg

Guidelines to implement a Sustainable Urban Mobility Plan

Capacity Building for Protected Areas in Europe is designed as a hub to enable the sharing of information on relevant initiatives, projects and programmes around Europe, with the aim to support a competence-based, coherent approach to capacity building of Protected Area staff and other interest groups, to the benefit of nature.

The sustainable Development Goals, in particular SDG 9, 11, 17 according with the agenda 2030 are important to know for the development of sustainable projects

"Creative Communities. People inventing sustainable ways of living" is the first of two   books resulting from the programme of activities EMUDE (Emerging User Demands for Sustainable Solutions), funded by the European Commission, the aim of which was to explore the potential of social innovation as a driver for technological and production innovation, in view of sustainability.

The participatory methods and tools can be used to encourage community member participation in program activities - here there are specific tools for evaluate the impact-

Some quote to get inspired:

"There is immense power when a group of people with similar interests gets together to work toward the same goals." Idowu Koyenikan

"There is no power for change greater than a community discovering what it cares about." Margaret J. Wheatley

A&H Entrepreneurship Hubs is a EU project to develop a tailored Arts and Humanities entrepreneurship model that improves the long-term entrepreneurial prospects for A&H students. The project provides resources, videos about challenges taken in the field of entrepreneurship, results of what are the needs and how

TheEntrecomp framework toolkit for educators and teachers to discover skills and competence

Courses about the sustainability and **entrepreneurship:**

Tips: **which are the best countries where to develop a business?**

Some **ideas for green business:**

Quote: *"All our dreams can come true, if we have the courage to pursue them."* Walt Disney.

Chapter 6 TO GO FUTHER

Through connection to rural and urban spaces we can overcome sprawl | **Brad Buchanan video**

CIVITAS cities In the field of mobility management, CIVITAS cities worked on public participation; mobility marketing/awareness raising; and mobility planning. This highlight offers insights on the last of these subcategories. Because of the significant impact that mobility planning can have on the modal split within a city, the CIVITAS Initiative has realised 46 measures on mobility planning and awareness raising in 31 different cities from 2002 to 2012. **Projects**

an article **"six ways to build a strong communities"** with some tips and examples:

Toolkit for community development in rural areas

Interesting **blogs** to discover more about the concept of community development and **capacity building:**

video about sustainable communities

Best Practises for sustainable business

Statistics

Report for measuring impact

video on entrepreneurship education

Chapter 7 PRACTICAL ACTIVITIES

Here a **quiz** on sustainable development goals

SWOT analysis as a tool for organizational development

Rusdela EU project toolkit and exercises for Rural development

The RUSDELA – Rural Sustainable Development for Local Actors – is a EU co-funded project that aims to create a new methodology and knowledge-base about sustainability and rural development for decision makers of small rural communities in disadvantaged regions in Europe. **exercises**

Conclusion: This is a beginning - My action

We've given you some advice; now it is time to turn this info into action… your action!
Write here your own remarks:

Conclusion: This is a beginning
- My action