

Johns Hopkins University
IUFA Conference
Mid-side city in the knowledge economy

Development is sustainability
Marino Cavallo, Province of Bologna

International Congress

Sustainable territory

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Social sustainability

- Ecological planning of industrial settlements
- Corporate social responsibility and social economy
- Sustainable and responsible consumption

Ecological planning: Apea

■ *Characteristics of Apea*

- *Urban and territorial **quality***
- *Environmental **quality***
- ***Management** quality: one managing administrator and integrated services*

Ecological planning: Apea

- *Characteristics of Apea: actions and tools*
 - *Rational organization of territory*
 - *Cleaner production*
 - *Energetic efficiency*
 - *Cooperation of enterprises*

Ecological planning: Apea

- *Characteristics of Apea: aims and results to reach*
 - *To consume **less** resources*
 - *To produce **less** waste*
 - *To **share** services, infrastructures, plants*

Ecological planning: Apea

■ *Apea is better for enterprises because:*

- *Especially for SME (small medium enterprise) the **culture** of environmental management has to be developed*
- *It is difficult to find technical eco-efficient solutions for a **single** enterprises and for a **single** process*
- ***Little quantities** cause costs and limit economies of scale*

Ecological planning: Apea

- *From bonds to opportunities: Apea. A made to measure method for the potential of an area*
 - *Audit* of existing services and of the level of satisfaction
 - *Analysis* of services requirements
 - *Partecipant Planning*
 - *Shared management solutions*

Ecological planning: Apea

Tools offered by Province of Bologna:

- *Environmental and territorial requirements of an apea*
- *Directions for the planning of an apea*
- *Patterns of environmental analysis already tested on pilot areas*
- *Evaluation system of an apea*
- *Patterns of analysis of services*
- *Management patterns and tipologies of services*
- *Field studies for improvement (simplifications, innovative services)*

Ecological planning: Apea

***Apea as innovation's yards:** people, technologies, organization*

Apea. Incentives and opportunities:

Area's funding (new types of incentives), research, best available technologies (green building, energetic saving)



Marketing of apea

Ecological planning: Apea

- *From bonds to opportunities: towards “POR” programmes – Third axis*
 - *a reconnaissance aimed to identify priorities for local development :*
 - *14 areas of enlargement*
 - *20 existing areas*

Ecological planning: Apea

From bonds to opportunities

- *Three evaluation axes :*
 - *Environmental (50%)*
 - *Structural - territorial (30%)*
 - *Economic - competitive (20%)*

Ecological planning: Apea

Hypothesis of priorities

- *Supra-municipal development areas*
- *Innovative interventions and pilot projects (also municipal ones)*
- *No preclusion to existing areas strongly interested into joining processes of environmental qualification*

Corporate sociale responsibility and social economy

Social sustainability ((ecological economy + CSR + power of consumption)



Patterns of local development



Social capital



Social economy

Corporate sociale responsibility and social economy

The receptivity of enterprises from Bologna to CSR

❖ *Internal dimension:*

More than the **62%** of interviewed enterprises invested in training activities last year declaring a medium percentage of the expenses incurred to fund this activity equal to the **2%** of the turnover.

About the **50%** of the interviewed enterprises declares to use and provide incentives for flexible-time arrangements, part time work and flexibility of the start and the end of working hours.

The **25%** of the enterprises from Bologna declares they have settled systems of survey of the satisfaction of their own workers, prevalently with annual cadence.

Corporate sociale responsibility and social economy

The receptivity of enterprises from Bologna to CSR

❖ *The external dimension:*

- The **20%** of enterprises systematically invests in the promotion of sporting activities; the **15%** supports welfare-related activities, the **13%** supports cultural activities
- The **55%** of enterprises has adopted a labelling program of products to grant a clear communication about quality, environmental impact and reliability of products
- The **38%** has developed a strategy which plans green procurements
- About the **15%** has developed product ranges with high environmental value (in the respect of the principle of environmental sustainability) or has managed an analysis of Life Cycle Assessment

CSR and social economy

About the 60% of the enterprises from Bologna adopts or shows receptivity to corporate strategy but:

- CSR isn't a precise corporate strategy yet for the most part of enterprises;
- CSR is often put in practice in informal and improvised ways , sometime with unawareness of the importance and the value of the actions put in practice;
- CSR is sometime considered as the heritage of cooperative and assistance traditions;
- CSR is often experienced only in its value and behaviour related dimension not linked with a more commercial dimension;
- there's a low regard for CSR as an element of possible improvement of economic performances and of competitiveness in trade

Sustainability and consumptions

- *Partecipant cultures*
- *Collective intelligence*
- *Consumption and internet*

THE END