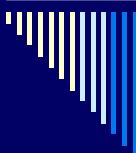


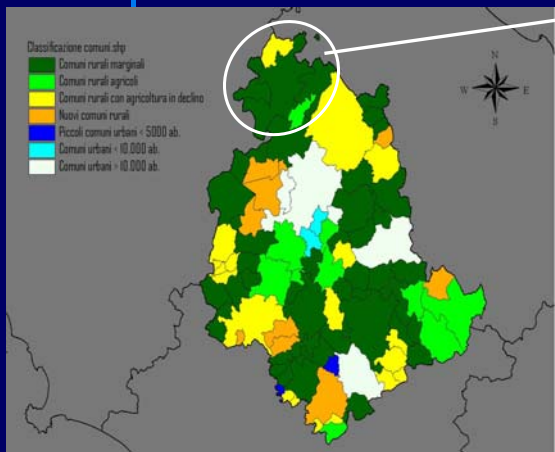


# The rural Web in the High Tiber Valley

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## The High Tiber Valley



ITALY	
<b>Umbria (NUTS 2)</b>	8.456,00 sqKM
	868.000 inh
	102 inh/sqkm
<b>Province of Perugia (NUTS 3)</b>	6.334,09 sqkm
	640.000 inh
	101 inh/sqkm
	59 municipalities
<b>Tiber Valley (SUB NUTS 3)</b>	991,00 sqkm
	75.291 inh
	76 inh/sqkm
	8 municipalities



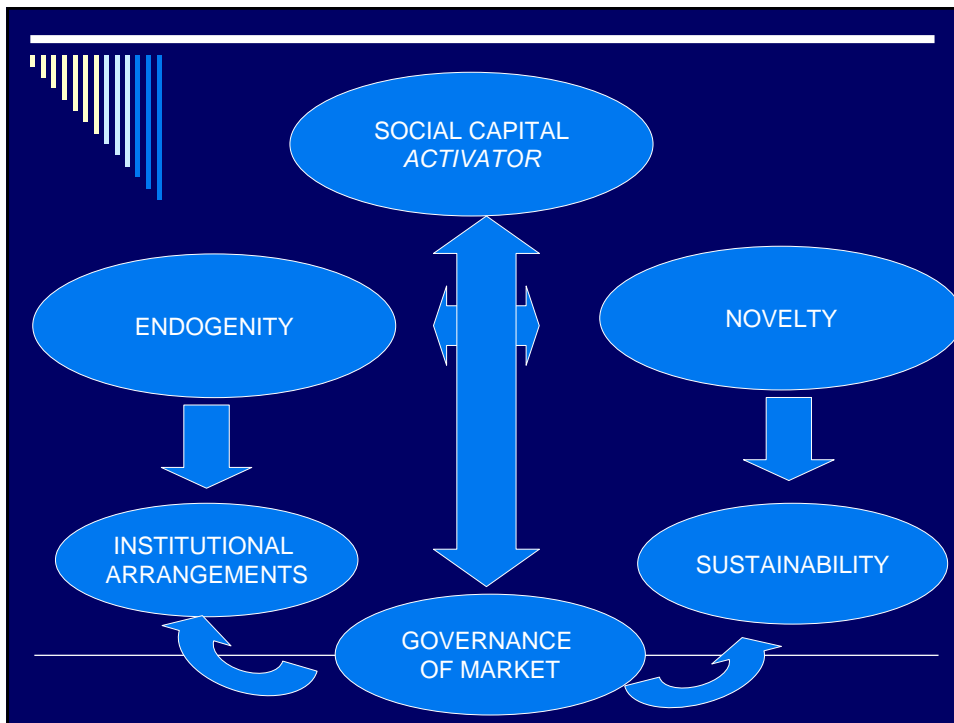
## Agricultural specialised area

- Agricultural employment 7-15% > regional mean
- High level of agricultural income
- Tobacco and cereals cultivation
- Decrease of employment in all sectors less strong in agriculture
- Increase of attention to environmental sustainability
- High presence of immigration labour force
- High dependency of agricultural sector (Tobacco) from CAP
- Transfer of VA from agriculture to other sectors (Machineries industries, retails, services)



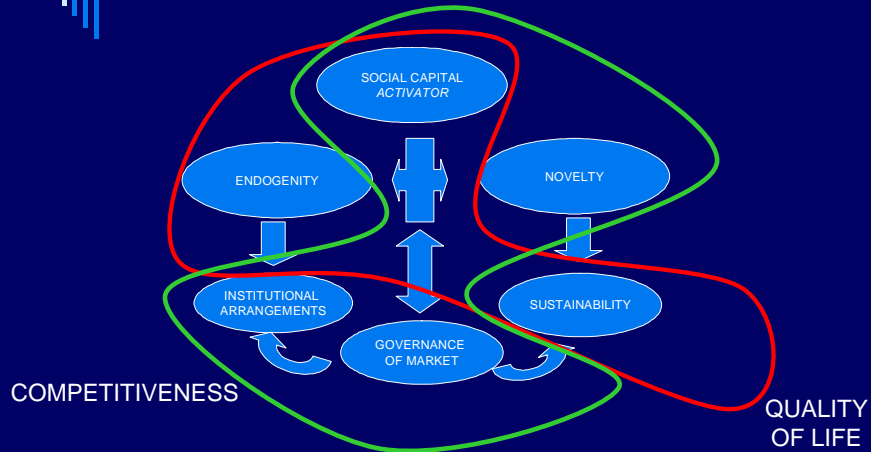
## The rural WEB

- The driving dimension: social capital represented by the creation and development of a collective action approach to the cultivation and marketing of tobacco
- The first dimensional activation/integration is with endogeneity as a local control of distribution of VA and the creation of a new identity of the area based on tobacco
- The second dimensional activation/integration is with novelty production (fire cure cells) and sustainability (agronomic techniques)
- The creation of coherence pass through the new institutional arrangements in the labour and input market (district model) and the governance of the market transforming the relationship of spot market in quasi-organisation decreasing production and transaction cost



- ### THE PERCEIVED ROLE OF THE WEB IN THE CONSTRUCTION OF QUALITY OF LIFE AND COMPETITIVENESS OF THE AREA
- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>□ QUALITY OF LIFE           <ul style="list-style-type: none"> <li>■ SPREAD RICHENESS (ENDOGENITY)</li> <li>■ ENVIROMENTAL QUALITY (SUSTAINABILITY)</li> <li>■ TRUST IN THE PUBBLIC AND PRIVATE INSTITUTIONS (INSTITUTIONAL ARRANGEMENTS)</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>□ COMPETITIVENESS           <ul style="list-style-type: none"> <li>■ LOW COST OF PRODUCTION AND TRANSACTION</li> <li>■ HIGH QUALITY OF PRODUCTS AND AREA</li> <li>■ NOVELTIES PRODUCTION</li> </ul> </li> </ul> |
|---|--|

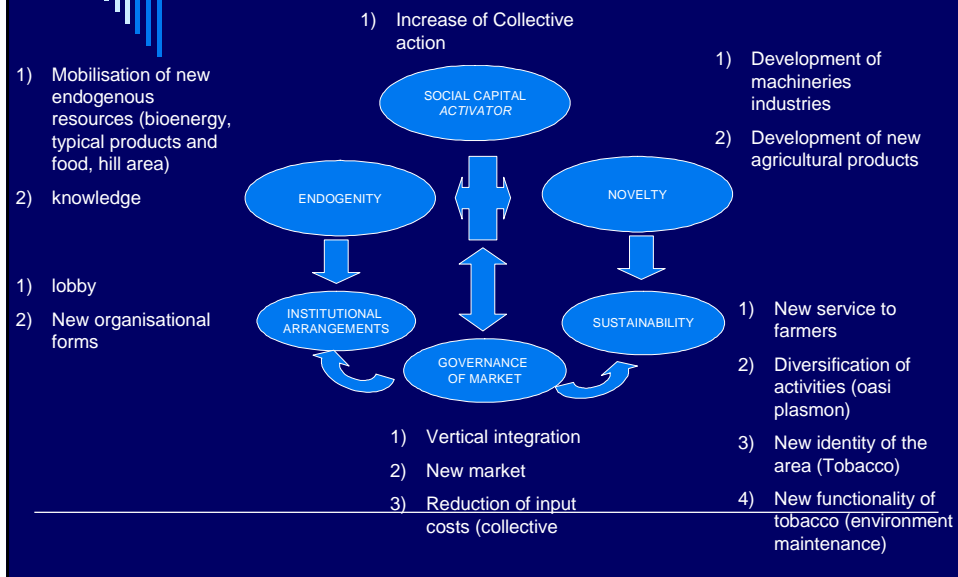
## THE WEB DYNAMIC



## The changing context and the emerging risk

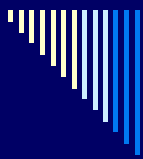
- The new context
  - The CAP reform
  - The cross compliance
  - The new tobacco manufacture policy
  - The selection of tobacco farm and the need of diversification
  - The increase of input cost and price squeeze effect
  - The Tiber park
  - The increase of competitiveness of use of water
- The emerging risk
  - The end of tobacco cultivation
  - The reduction of workers unit
  - The reduction of income of family farm
  - The deactivation of local industries linked with agriculture
  - The depopulation of municipalities
  - The reduction of Agricultural VA in the region

## THE POWER OF THE RURAL WEB TO CONTRAST THE EMERGING RISK



## THE INITIATIVES

- ❑ THE SHORT CHAIN IN TOBACCO MARKET
- ❑ NEW PRODUCTS BASED ON ECONOMIES OF SCOPE COMING FROM LOCAL KNOWLEDGE AND LABOUR INTENSIVE ACTIVITIES (GARDEN PRODUCTS, BABY FOOD, QUALIFIED INPUT, BIOENERGY, CATERING)
- ❑ THE INCREASE OF TYPOLOGIES OF SERVICES TO FARMERS
- ❑ THE STRENGTHENING OF INTERSECTORIAL RELATIONSHIP (EVENTS, FAIRS, ECC)



## The Lunigiana and Tiber Valley comparison

### □ Similarities

- Creation of a strong identity of the area (symbolic capital)
- The abandonment trend from the mountain area
- Strong sense of place and local planning
- High perception of endogeneity as a resources
- Family farms
- Central role of agriculture in development of the area

### □ Differences

- The institutional arrangements origin (Lunigiana top down; Tiber valley bottom up)
- Driving forces (social capital TV; endogeneity Lunigiana)
- Novelty
- Urban and rural relationship (needs of urban Lunigiana; more autonomy from urban trend in TV)
- Relevant actors (external in Lunigiana; local in TV)
- The level of coherence of domains in the Web (very high in TV; low in Lunigiana)