



ASSOCIAZIONE ITALIANA PER IL CONSIGLIO DEI COMUNI  
E DELLE REGIONI D'EUROPA

## DIALOGUE ON COHESION POLICY

### AICCRE

#### REPORT event

13 marzo 2018, Sala Brugnoli, Palazzo Cesaroni, Piazza Italia 2, Perugia.

#### Report Activity

#### Agenda of the event:

#### **Donatella Porzi, Presidente dell'Assemblea legislativa dell'Umbria**

Mrs Porzi brings the greetings of the Umbria Region and thanks AICCRE for organizing this series of meetings, underlining how the Cohesion Policy **has allowed to realize projects that otherwise would have been unthinkable**. She reports the possibility that financial difficulties lead to cuts in the funds that feed this policy. She declares to have signed the appeal for the defence of this instrument, which can be improved in the light of the experiences made, but which cannot be shelved.

#### **Catiuscia Marini, Presidente Regione Umbria** (intervento preregistrato)

The Cohesion Policy aims to overcome the gaps between the different European regions, promoting social development and cohesion. The structural funds support actions in the interests of citizens and local communities. The debate in view of defining the framework for the next programming cycle is very valuable, not only in financial terms, but also in terms of regulation and management of funds. The Umbria Region has activated many training measures for job insertion and reintegration, for the fight against poverty, for environmental protection, for innovation. Thinking about the future (post 2020) does not agree with the idea that Cohesion Policy can only concern countries whose development is lagging, considering essential that it continues to address all regions, since in all regions there are needs and needs. to give answers. The financial conditions pose problems, but they cannot harm the cohesion policy, from whose future many of the investment and planning capacities of the territories depend.



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### **Carla Rey, Segretario nazionale AICCRE**

Mrs Rey briefly presents AICCRE, explaining how the association has dealt with Europe since its birth in 1952, representing the local authorities. She then presented the project "Dialogues on Cohesion", aimed not only at highlighting what has been done in terms of active policies thanks to European funds, but also to spread this awareness among non-professionals and to identify virtuous examples that may inspire the future. It is an initiative that also takes place in other EU countries, at a time when we are thinking about the usefulness of the structural funds and their future. Defending them is the task of all citizens, who must therefore be informed about what has been done for them thanks to them: this will serve the examples of projects that will then be presented.

### **Stefania Cherubini, Presidente AICCRE Umbria**

Mrs Cherubini says that the eurosceptic pressures that are recorded cannot lead to questioning the EU, but rather to be an incentive to do better. The post-2020 Cohesion Policy will be a great test, but there are two conditions: the expected results must be defined in a precise way and must be immediately perceptible, even by the beneficiaries; the management procedures of these funds must be reviewed, making them more goal-oriented, for a better use of resources.

### **Lucio Caporizzi, Direttore Regione Umbria**

Mr Caporizzi opens recalling how, in the continent that during the first half of the last century saw two world conflicts, the process of European integration gave a period of peace, political stability and economic security. He continues by illustrating the cohesion policy and the mechanism for allocating resources among the European regions, divided according to the level of development. He presents the funds: ERDF, dedicated to research and innovation, SME competitiveness, energy saving and sustainable energy; ESF, which intervenes in the areas of education / training, employment and social inclusion.

Coming to the theme of the 2021-2027 programming, he underlines how Brexit entails a financial difficulty that will result in some cuts, which he hopes will not prejudice the Cohesion Policy.



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### **Valeria Covarelli, Funzionario Regione Umbria**

Starting from the concepts of Europe in a geographical sense and in a juridical sense, she traces the history that led to the birth of the European Union. She then tackled the topic of Euroscepticism, presenting Eurobarometer data, underlining how it derives from the lack of knowledge of the functioning of the EU and the great benefits it brings. She then moves on to the presentation of the POR FESR 2014-2020 and its structure by axis and related funding.

### **Daniela Toccacelo, Dirigente Regione Umbria**

Mrs Toccacelo illustrates how POR FESR can contribute to the success of companies by supporting research and innovation and stimulating competitiveness (axis 1, 3). Specifically, the object of financing may be the costs of industrial research and experimental development. She reports how recently projects have been funded for the dissemination of platforms and software for cloud storage for businesses; start-up projects that promote ideas with a technological content; projects for innovative investments that improve the product or process; projects to reduce energy consumption by companies (axis 4).

### **Giovanni Gentili, Funzionario Regione Umbria**

Mr Gentili reports his experience in the axis 2 sector, related to digital growth.

The main actions financed, often in an integrated way with other axes, are aimed at allowing the diffusion of digital technologies, such as broadband. With the contribution of the ESF, digital training projects are also financed, as these requests are very much in demand.

### **Michela Furiani, Funzionario Regione Umbria**

Mrs Furiani reports his experience in the field of axis 6, related to sustainable urban development.

She begins by reflecting on the economic and social value of cities, then identifies the different Umbrian cities in which projects related to axis 6 are under way.

### **Alessio Burini, Ingegnere**

Mr Burini presents the project "PUC 3 NETLAND: Redevelopment of three squares of the historical centre of Parrano, of paths and contiguous areas".



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Objectives: to improve the quality and efficiency of services provided to citizenship; to encourage the harmonious, balanced and sustainable development of the territory; fostering the growth of quality of life, social cohesion, participation and sharing, cultural and generational integration.

He then illustrates the interventions carried out in the three squares, both from a financial and engineering point of view.

### **Marcella Pompili, Babele Società Cooperativa Onlus**

Mrs Pompili starts with a personal testimony on how the ESF funds contributed to its job placement. Having said this presents the project "SOLI.DO - Solidarity at home". This is a project aimed at the recovery of food waste by the GDO. With little staff and few resources, but with the right training, positive effects have been achieved: promoting work placement, reducing waste disposal costs; limit the surpluses that are produced in the food distribution sector; grant tax relief for donor activities (IRES and VAT).

### **Andrea Tittirelli, Direttore Centro Diurno Fattoria Sociale La Semente**

The center aims at the social and working inclusion of children with autism spectrum disorders. Born from a group of parents, it then developed thanks to a network work with universities and farms in the area, which led to a social agriculture project financed with European funds. An initial loan enabled the center to be built with rural development funds. A second loan, through POR FSE, enabled the entire first production cycle to be supported alongside the operators' boys. This allowed not only the training of the boys, but also to reduce the distrust of those who did not know this type of disorder.

### **Mara Fabrizio, Usi Umbria 1**

Mrs Fabrizio testifies how European funds constitute a reservoir of resources that, if public bodies can draw on them, can determine the quality of the services provided, allowing them to carry out otherwise unthinkable initiatives. She therefore presents two experiences. The first is a path of accompanying childbirth for foreign women, and therefore with linguistic and cultural difficulties, which in the absence of these dedicated paths would not have turned to public facilities. The second experience ("Migrants" project), always financed by the Ministry of the Interior, to improve the response of Italian Local Health Authorities to the need for



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protection and health of refugees and asylum seekers, in consideration of their specific condition with reference to post-stress traumatic.

He concluded by underlining that the experience gained with these two projects, which have a closing date, will be enhanced within a new project: she underlines the importance of this mechanism that allows supporting the activities, integrating best practices.

### **Maria Rosaria Fraticelli, esperta di comunicazione**

Mrs Fraticelli emphasizes how the ESF is the only fund that is aimed directly at people, which has to do with the future of each of us. She presents the FSE POR axes: employment, social inclusion, education and training, institutional and administrative capacity, technical assistance. Then list some financial and financed measures. By way of example, she bears the testimony (audio-video recording) of a girl who participated in one of the training courses activated according to the SMART project, which after 450 hours of training is being spent in a paid 720-hour apprenticeship at a company .

She then illustrates the integrated training program CRESCO, aimed at reintegration into work: training courses are set up, followed by paid extracurricular traineeships. Finally, presents the ITS Accademy project, which offers specific training and internships (with an audio-video testimony of two guys who have made that path, then finding work).

### **Beatrice Bartolini, Eleonora Bigi, Paola Occhineri – Funzionari Regione Umbria**

They make an excursus on different objectives pursued thanks to ESF funds.

### **Results/ expected results**

Cohesion Policy has allowed to realize projects that otherwise would have been unthinkable in Umbria Region. Those present understood the planning and financing system linked to European funds. The wide range of projects presented (projects on innovation for business, digital technologies, urban development, environment, social inclusion (including people with disabilities and migrants), as well as education and training) then explained not only how cohesion policy is today a concrete presence in the territories, but above all as a flexible tool capable of responding potentially to the needs of everyone. In particular, considering the audience, the role played by the EU in supporting employment and training has become important. Viewing these data will help children to gain greater awareness of the contributions that Europe gives to all regions and their development, and therefore to each of us.



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Areas that were mentioned as priority of investment for the upcoming cohesion cycles were: job insertion and reintegration, fight against poverty, for environmental protection, for innovation.

In the future, cohesion policy should not concern only countries whose development is lagging, considering essential that it continues to address all regions. The post-2020 Cohesion Policy should fix in a precise and perceptible results for beneficiaries; and ease management procedures of these funds, making them more goal-oriented, for a better use of resources

### Participants

Gender balance and mainstreaming: n. 134 participants;  
n. 40 men, n. 94 women; ( 30% men; 70% women)  
divided as follows:

	WOMEN	MEN
- Students	52	18
- Civil society	15	14
- Speakers	13	4
- Local admissions	13	4
- National Cohesion Agency	1	0

### Communication strategy

Media coverage

- List of media

UMBRIA DOMANI

COURIER OF THE ECONOMY

RAI SERVICE TG3 UMBRIA

Event promotion:

- NOTE OF "UMBRIA DOMANI" <http://www.umbriadomani.it/umbria-in-pillole/fondi-europei-dialogo-locale-e-regionale-sulle-politiche-di-coesione-a-palazzo-cesaroni-convegno-AICCRE-188665/>
- NOTE OF "THE COURIER OF THE ECONOMY":  
<https://www.corrieredelleconomia.it/2018/03/12/la-coesione-le-regioni-delleuropa/>



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- Social media activities before, during and after the event (Tweets, Facebook, etc.)  
TWEET of the event: n. 17 plus 80 retweets,  
views of our tweets (excluding retweeted) 19.906.  
8 video interviews in YouTube channel AICCRE available here:  
<https://www.aiccre.it/evento/evento-aiccre-regionale-sulla-politica-coesione-2/>
- Press conference no
- Press release : Press communication and press release before the event
- Number of webpage views:  
News: AICCRE website enriched with 50 photo, n. 45 videos on session funds, 9 interviews, slides.  
<https://www.aiccre.it/evento/evento-aiccre-regionale-sulla-politica-coesione-2/>  
News page:  
<https://www.aiccre.it/perugia-la-terza-tappa-dei-dialogues-cohesion-policy/>
- Video  
[https://www.youtube.com/watch?time\\_continue=97&v=NPbp-pkOIJY](https://www.youtube.com/watch?time_continue=97&v=NPbp-pkOIJY)
- Press clipping after the dialogue indicated and number of articles echoed by media  
Press and agencies:
  - RAI SERVICE TG3 UMBRIA OF 13 MARCH HOURS 14  
<https://www.rainews.it/dl/rainews/TGR/multimedia/ContentItem-ebd7a6f6-4ed7-42ad-8e16-26544a29b117.html>
  - NOTE AGENCY FOR COHESION:  
[http://www.agenziacoesione.gov.it/it/Notizie\\_e\\_documenti/news/2018/marzo/Eudialogues\\_perugia2018](http://www.agenziacoesione.gov.it/it/Notizie_e_documenti/news/2018/marzo/Eudialogues_perugia2018)