

PRESENTATION OF RESEARCH
PROJECT IN THE PILOT AREA (NIZZA
MONFERRATO-CALAMANDRANA-
CANELLI)

*Strategies for Commercial
Development in the Pilot Area and
Energy Saving*



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AREA
PILOTA

Territory of Southern
Piedmont Region (Province
of Asti) with
a predominantly hilly shape

Pilot area: three
Municipalities (Canelli, Nizza
Monferrato e Calamandrana)

Specific research interest for
the axis that connects the
3 municipalities involved

AREA
PILOTA





Canelli

City Area: 23,58 kmq

Population: 10.700

Active companies and local units : 1.441

Nizza Monferrato

City Area : 30,41 kmq

Population: 10.400 abitanti

Active companies and local units : 1.583

Calamandrana

City Area : 12,74 kmq

Population : 1.800 abitanti

Active companies and local units : 356

Two different sectors
characterize the area:

1. agricultural
production with a
strong predominance of wine
production;
2. Activities in the
mechanics sector linked to
wine production.

PRODUCTIVE
FABRIC IN
THE PILOT
AREAS



AREA
PILOTA

Natural and
physical strengths and
weaknesses

Absence of highways and
fast-flowing routes

Territory with a long
tradition of wine production

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COMUNIS
PROJECT
AND THE
PILOT AREA



The project aims to foster the experimentation of forms of collaboration between the companies present in the pilot area, boosting the sensitivity of entrepreneurs towards energy issues

In this activity, the role of municipalities is of the utmost importance, with specific reference to infra-municipal collaboration

The Municipality - which is responsible for, among other, the promotion of local development - is called upon to promote the creation of groupings of private entities located in different municipalities, around a common interest.

RESEARCH STEPS

- 1.** Identification of areas to be involved in the research.
- 2.** Qualitative/quantitative identification of businesses located in the areas of research.
- 3.** Methodology for collecting data on the selected businesses (databases, free or with fee, public or private)

RESEARCH
STEPS

4. Development of a qualitative questionnaire designed to collect other information not available from other sources;

5. Integration of data collected with those found in the available databases ;

6. Integrated analysis of data collected.

RESULTS
EXPECTED

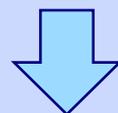


- 1.** To develop activities that are currently established increasing their competitiveness;
- 2.** To boost sites intended for commercial activities/production in an environmental perspective (green marketing);
- 3.** To promote inter-communal system of production and employment in a sustainable way, reducing consumption and energy costs.

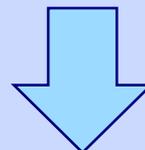
Among the activities in the three municipalities, activities established on the axis that connects Canelli to Nizza via Calamandrana have been selected.

In the pilot area, 284 businesses (companies, cooperatives..) relevant for the research have been identified and contacted via questionnaire

The obtained response rate to the questionnaire can be used to identify a representative sample of the area



Considering
Confidence level of 95%
Confidence Interval of 10%



Representative sample composed
of at least 71 companies

THE
QUESTIONNAIRE
CONTENTS

Data relating to business reality
(Turnover,
employment, investment
policies, internal control systems)

Specific
information regarding energy
policies
(consumption,
suppliers, uses, interest in energy-
saving policies)

MUNICIPALITY
COOPERATION

It is suggested to develop a cooperation through the establishment of specific focus groups, and municipal and inter-municipal, made of local stakeholders (municipalities, as sociations, leading companies in the area, those most involved to energy issues).

The goal is to foster dialogue and exchange of ideas in relation to the following aspects:

- findings of the research;
- proposed response actions.

These activities, indicatively scheduled for the month of October 2011, will further bring out specific needs that have emerged during the confrontation with the local stakeholders.

Economic and
productive environment
characterized by SMEs

General attention to costs
control

Specific energy policies only
in large companies

Through the involvement of municipalities in the energy-saving initiatives, ... the involvement of SMEs

Municipalities: underwriters and guarantors of an energy corporate social responsibility

Development of shared public/private policies for the deployment of new energy-saving systems

LOCAL
OBJECTIVES

**Dialogue and
confrontation**, through the
establishment
of specific focus groups, with
major businesses in the
area, on possible investment
projects for energy saving

First partial potential lines of action:

1. composition of spontaneous groups of purchase of energy resources;
2. conversion of existing production facilities of energy, through the use of biofuels and biogas (centralized purchases);
3. use of biomass given the availability in the area;

ENERGY
EFFICIENCY
PROPOSALS

4. provision of feasibility studies and evaluation of projects related to the potential construction of power plants;

5. Provision of feasibility studies related to environmental certification of the area;

6. Identification of private entities to invest in energy policy within the area.