

## Company Profile

eco&eco is a company operating in the fields of economic research and consultancy for the management and the interpretation of local resources.

The company was established in 1991 by: Sebastiano Brusco, Professor of Industrial Economics and Politics at the Faculty of Economics and Business at the University of Modena; Anna Natali, at that time both Scientific Co-ordinator and Research Director of the Environment section of Nomisma; and Paolo Bertossi, who was previously a partner in a research and consultancy company specializing in the field of commerce and tourism.

Today, eco&eco deals with the environment from different points of view:

- local development, rural economics and sustainable tourism;
- projects and programmes assessment;
- industrial economics: environmental technologies, waste management, climate change, energy studies;
- political economy of environment: sustainable development, participation;
- educational training in the mentioned issues (definition of contents, organization, teaching, tutoring, examination, in courses financed by EU European Social Fund.

The core partners of eco&eco are:

**Francesco Silvestri**, PhD in Economics, expert in environmental economics and local development, currently adjunct Professor in Macroeconomics at University of Modena and Reggio Emilia, from 2001 to 2008 adjunct Professor in Environmental Economics at University of Bologna. He is the Sole Administrator of the company.

**Vincenzo Barone**, development economist, joined eco&eco in 1994. He co-ordinates the research related to sustainable local development in protected conservation areas. He has acquired extensive experience on sustainable tourism, economics of natural parks and rural development.

**Anna Natali**, degree in Political Science, expert in local development and public policies evaluation, smart specialization strategy and cultural heritage, is supervisor and scientific co-ordinator of eco&eco.

**Antonio Kaulard**, environmental economist, joined eco&eco in 1994; he carries out his research primarily in environmental technologies, integrated and sustainable waste management, energy saving and generation from renewable sources, Local Agenda 21 programmes.

From 2006 to 2017, eco&eco has played as technical bureau for National Coordination Board of Italian Local Agenda 21 Public Bodies.

eco&eco has been working for:

- European Commission, DG XII and DG XI;
- Italian Ministries of the Environment, Labour; Economy (Department for Developmental Policies); Public Administration;
- Studiare Sviluppo Ltd, Formez PA Italy (in-house companies of Italian Government)
- WWF Italy
- Region Emilia-Romagna; Region Umbria; Region Lombardy; Region Marche; Region Calabria; Region Tuscany, Autonomous Region of Sardinia; Autonomous Region of Friuli-Venezia Giulia;
- Stelvio (Stilfser Joch) National Park; Belluno Dolomites National Park; Tuscany Archipelago National Park; Emilia-Tuscany National Park
- Different Municipalities, Provinces, Metropolitan Cities, Regional Parks throughout Italy
- Bocconi University (Milan); University of Bologna; University of Udine; University of Trieste; University Federico II (Naples); University of Ferrara; Queen's University of Belfast; Universität Lüneburg;
- National Research Council (CNR) of Italy; IFO Institute, Munich; Cerna-Ecole des Mines, Paris; OCSE, Paris

## Research/Consultancy Activity (a selection of last 10 years)

### Local development and sustainability

*2020-2021: Feasibility study for the implementation of transnational Geopark of Karst and candidacy to UNESCO geoparks network*

Autonomous Region of Friuli-Venezia Giulia candidates together with Slovenian Government the Transnational geopark of Karst to UNESCO network of Geoparks. eco&eco have been selected to arrange the dossier for candidacy and to prepare the feasibility study for the implementation of the geopark, education for natural guides, and the planning of future activities.

*2020-2021 Feasibility study for the renovation of three Food and wine routes in Provinces of Parma and Piacenza (Emilia-Romagna)*

LAG of Parma and Piacenza entrusted eco&eco to study a potential renovation for Food and wine route of Parma's ham, of boletus mushroom and of Piacenza's wines, to make of them stronger tourism tools.

*2020 Interreg Adrionet – A network of villages on both sides of Adriatic Sea*

Italian Association of Authentic Villages (Borghi Autentici d'Italia, BAI) and Emilia-Romagna Regions, both partners of Interreg Adrion project Adrionet, asked eco&eco to realize an analytical report of current situation and tourism potential for 12 municipalities along the Po river in Emilia-Romagna and for the whole villages selected by the partnership in six other Adrion countries (SLO, CRO, BiH, SRB, ALB, GRE).

*2020 Healthy Apennine: Institutional building to catch EU programmes opportunities and fight climate change and pandemic in the Piacenza Apennine*

A study on opportunities opened by EU programmes to rethink tourism and living in Nure valley (Piacenza, Emilia-Romagna), facing the future criticalities of climate change and pandemic

*2019 Interreg Italy-Austria, Feasibility study for Italian Karnische Alpen Geopark and candidacy to UNESCO geoparks network*

Autonomous Region of Friuli-Venezia Giulia has driven a feasibility study on the establishment of an Italian geopark of Karnische Alpen, its presentation to join the UNESCO network of Geoparks, and the institutional cooperation with the Austrian geopark, operating since 2010.

*2019 Feasibility study for a Biodistrict in Bologna Apennines*

LAG of Bologna entrusted eco&eco to study the implementation of an ecoregion rooted on organic agriculture (= biodistrict) in the Bologna Apennines, as a form to develop new farm-to-fork chains and rural tourism activities.

*2019 Technical assistance on the implementation of forestry measures in LAG Oltrepò Pavese (Lombardy)*

LAG Oltrepò Pavese, the only Apennines territory in Lombardy, requested the services of eco&eco to adapt the tenders for LAG plan's forestry measures to the features and the need of local socio-economic system

*2018 Studies on the protected landscape of Nure Valley*

On behalf of Municipality of Ponte dell'Olio (PC), eco&eco managed the candidacy to region Emilia-Romagna of the natural landscape of Nure Valley, in Piacenza Apennines

*2018 Investments attraction to the Metropolitan City of Bologna*

eco&eco has edited the Atlas for investments attraction in the Metropolitan city of Bologna (former Province of Bologna), studying the entrepreneurial environment of the area and the provision of technical, social and cultural services to potential investors. The results of the study implemented a dynamic website currently upgraded by the Metropolitan City (<https://cartografia.cittametropolitana.bo.it/attrattivita/>)

*2017-2018 Land accessibility and PES in Oltrepò Pavese*

Within the Cariplo-funded three-years project AttivAree, eco&eco studied on one hand the implementation of a "land bank" mechanism, a marketplace where to match demand for rural lands and supply of

abandoned/no longer cultivated lands in Lombardy Apennines, on the other a market design to identify and recognize a set of ecosystem services related to biodiversity and fruition activities (butterfly watching)

*2017-2018 Technical Assistance to Inner Area Piacenza and Parma Apennines (National Strategy for Inner Areas)*

Italian Government launched in 2015 a National Strategy to support long-last declining areas throughout Italy in designing a development strategy based upon the provision of services to inhabitants. eco&eco was staffed as technical assistance to Inner Area of Piacenza and Parma Apennines, a 11-municipalities area in Emilia-Romagna called to define a development strategy investing almost 16 millions of euro in next three years on health, public transports, education, rural development, tourism, innovation in public administration

*2015-2018 Technical Assistance to Marche Region on National Strategy for Inner Areas*

Italian Government launched in 2015 a National Strategy to support long-last declining areas throughout Italy. eco&eco was selected to assist Marche Regional Administration in the dialogue and co-design of strategies with the three Inner Areas identified by National Strategy within the region

*2017 Tourism in protected areas of Metropolitan City of Bologna*

On behalf of the Public Office for Nature conservation and biodiversity of Eastern Emilia, eco&eco studied and measured tourism impact of the natural parks and reserves system in the Metropolitan City of Bologna (four protected areas), and proposed to local DMO a set of actions and activity to be implemented for next development of sustainable tourism in the area

*2016-2017 Feasibility study and co-design on development strategy of Oltrepò Pavese Inner Area*

Cariplo Foundation (the Foundation of Lombardy Local and Rural banks) entrusted eco&eco for studies, design and planning of activities aimed to develop a medium-long term strategy for local growth in Oltrepò Pavese. This is a territory labelled by National Government as an “Inner Area”, meaning an area prone to economic and demographic decline.

*2015 Smart Specialization and Cultural Heritage (Italian Entrepreneurial Association, Mediterranean Foundation)*

Research on smart specialization applied to cultural heritage interpretation. The study is focused on Campania Region (Southern Italy), but deals with best practices in different Italian regions, on technological innovation for interpretation and fruition of cultural heritage by local communities and tourists, and on the involvement of private firms in the issue.

*2015 Tourism masterplan of natural parks of Umbria Region*

Business plan for the development of tourism in seven natural parks of the region, from analysis of current tourist attendance to the strategy for strengthening and increasing sustainable tourist flows. The study deals with the compatibility of natural with other kinds of tourism who turns to the region, namely cultural tourism (in the towns of Assisi, Orvieto, Perugia, and Todi) and summer tourism (Lake Trasimeno).

*2015 Feasibility Study for a Geopark in Bologna and Romagna Apennine*

A Geopark is a site of geological interest with a strong tourism potential and appointed by UNESCO. eco&eco has been entrusted to develop a feasibility study to establish a Geopark in Bologna and Romagna Apennine to be accepted in the UNESCO Geoparks network. The topics addressed have been economic sustainability of the geopark, tourism acceptance, and the management scheme to put into practice the governance of the institution.

*2015 Study for the sustainable planning of activities on Reno River*

The Reno river flows from the Apennines to Adriatic Sea passing through the province of Bologna. eco&eco has been appointed to collect best practices and projects that could be implemented for the tourism development of the area.

*2014-'15 Co-design: Tools for local development in European programmes 2014-2020 and implementation of a pilot project*

In 2014–2020 EU Structural Funds will finance two local development tools (Integrated Territorial Investment, and Community Led Local Development). eco&eco has been selected by Studiare Sviluppo (an in-house company of Economy and Finance Ministry) to help tuning these tools, and to experiment their

implementation in two real world situations: in a rural district in Liguria, and in a historical city with a rich cultural heritage (Urbino).

*2014 HISTCAPE: Arresting decline of historical assets in rural communities*

HISTCAPE (HISTorical assets and related landsCAPE) is a European Cooperation project (Interreg IVC) on historical heritage in rural centres and cultural landscapes. eco&eco provides technical assistance to Marche Region for a pilot project in a rural municipality (Arcevia) to recover local knowledge as the main driver to implement actions for sustainable development.

*2013 Adriatic PA SHAPE - Designing a replicable model for the economic analysis of the coastline*

As a part of an Adriatic cooperation project involving scientific and public partners from Italy, Albania, Slovenia, Croatia, Bosnia Herzegovina and Montenegro on coastal defence and sea protection, eco&eco was appointed to design a forecasting model that use the carrying capacity notion to draw the evolution of tourism in the Adriatic coastline, subject to erosion. Experimented in four seaside centres object of mass tourism in Marche Region, the model is applicable in any other Adriatic place.

*2011-'12 Sustainable Tourism Masterplan for the Marano and Grado Lagoon (SCI Natura 2000 IT3320037)*

On behalf of Friuli-Venezia Giulia Region, eco&eco draw the tourism masterplan of the Lagoon, a protected natural site subject to mass tourism in the nearby seaside centres (Lignano, Grado, on the Adriatic Sea) and with many nautical marinas. The study, where a measure of carrying capacity for the nautical traffic in the internal lagoon is calculated, has been followed by a dedicated scientific publication ([http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=2331206](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2331206)).

*2010-'12 Cavallina Valley: back to nature as the key for development*

Three-years technical assistance to a local coalition (12 municipalities, four ecclesiastic institutions, two public bodies and a private firm) in Lombardy to design and implement a development programme based on cultural and natural heritage interpretation for tourism exploitation.

*2010 "ENVITOUR": designing package tours for the joint promotion of tourism in Natural parks of Piedmont and Switzerland*

Commissioned by Italian Association of Authentic Villages (Borghi Autentici d'Italia, BAI), the study starts from the highlighting of the main characters of Piedmont natural parks to elicit the top elements for the promotion of natural and cultural tourism in the area

*2007 Development policies for protected areas in Serbia&Montenegro (Programme for Innovation in public bodies in the Balkans)*

Programme of seminars and working groups, directed to local civil servants, biodiversity protection experts, NGO members, on National Parks subject. Seminars, held in Cetinje, Podgoriça (Montenegro) and Belgrade (Serbia), made it possible an exchange of experience between local and international experts, on main themes of nature conservation, sustainable tourism and institutional development for Public Administration.

*2007 Sustainable Masterplan for the town of Siracusa (Sicily)*

Inside the heterogeneous working group that designed the Masterplan for the city of Siracusa, eco&eco managed the parts on tourism (cultural tourism in the downtown, natural tourism in the Natural Reserve of Plemmirio, and seaside tourism in the coastline) and made the economic assessment for all the prospected projects (both immaterial and infrastructural).

## **Environmental technologies and Innovation, waste and energy**

*2020-2021 Circular Economy In Bologna Apennines*

eco&eco has been encharged by Metropolitan City Administration to select good practices and define the guidelines for the implementation of circular economy in a mountain context.

*2020-21 Circular economy in the Inner area of Piacenza and Parma Apennines: green innovation for current and future entrepreneurs*

The municipality of Bardi (PR) has been funded by Region Emilia-Romagna to organize laboratories on eco-innovation and circular economy to the benefit of local entrepreneurs. Bardi decided to entrust the design

and the management of the activities to eco&eco, in partnership with University of Parma and with Regional agencies for innovation (Clust-ERs) GreenTech and AgroFood.

*2020-2021 ECO-LAB: Sustainability in work and firms in the Municipalities of Argenta and Tresignana (FE)*,  
The same as Bardi, Municipalities of Argenta and Tresignana won the same tender and decided to select eco&eco to manage the activity, here focused on intrafirm welfare and in circular economy in the agro-food local industry

*2019-2020 Technical assistance to Emilia-Romagna Region for the communication of Regional strategy on Climate Change*

eco&eco has been selected by Art-ER (the regional in-house company on sustainable development and eco-innovation) to support Emilia-Romagna region in the communication of the regional strategy on climate change, through the production of posts, reports, notes for both a technical and a laymen audience, a Social Network Analysis study on the regional political debate on climate change, a pilot project on the climate issue perception by upper school students

*2017-2018 Interreg Europe Ecowaste4Food - Supporting eco-innovation to reduce food waste and promote a better resource efficiency economy*

ECOWASTE4FOOD gathers partners from seven EU countries (SPA, FRA, GRE, POL, ITA, FIN, UK) to acquire knowledge and implement strategies and pilot projects to deal with the issue of food waste. Within the project, eco&eco supports the Municipality of Ferrara (the only Italian partner) in the search for good practices in food waste contrast, and for the establishment of a local community made of volunteers, public bodies, firms and institutions to design a municipal Action plan against food waste ([www.interregeurope.eu/ecowaste4food/](http://www.interregeurope.eu/ecowaste4food/))

*2014 Poli.in: innovation and smart specialization policies in Tuscany*

On behalf of University of Modena and Reggio Emilia, eco&eco contributed to the study of the organization and the operation of the regional network for innovation in Tuscany (incubators, labs, technological poles).

*2014 Best practices on jobs and occupation in the Energy sector in Italy*

After a study on the Italian energy markets, eco&eco made the script and followed the making of video interviews to seven professionals, experts and entrepreneurs in the energy sector.

*2013 A kit for job orientation on integrated waste management*

Inside a national programme on green jobs, eco&eco designed, edited and promoted a career guidance on the available positions in the waste management industry.

*2003-'13 Sustainability showcase of Region Emilia-Romagna*

For 10 years eco&eco designed and managed the "Sustainability showcase" of Emilia-Romagna, a project collecting and showing good practices on sustainability from companies and other organization settled in Emilia-Romagna.

*2012 Energy Masterplan of Po River Delta Regional Park*

Energy efficiency is an issue typical of many local bodies in the framework of European Climate Change policy, but it is quite rare to be met among the objectives of a natural park. Nonetheless, the Emilia-Romagna Regional Park of Po River Delta decided to implement an energy masterplan to get higher efficiency in terms of energy saving and usage. eco&eco designed the actions to be enforced with respect to fish-farming, tourism, agriculture, public building management within the park.

*2011 Technical assistance for solid waste selection in the Republic of San Marino (RSM)*

Consultancy to the local in-house State Company for public utilities to design and organize a door-to-door system for solid waste recollection.

*2011 UE Technical assistance for LG-Action (EU Intelligent Energy Europe Programme)*

Inside LG-Action, a project granted by the EU Intelligent Energy Europe programme, eco&eco supported the Association of Italian Public Bodies implementing a Local Agenda 21 to search and review a set of good practices on energy saving across Europe.

*2009 Coprovision of Energy: theory and practice for a higher Energy efficiency*

Scientific study (with University of Trieste) based on the collection of case histories on the generation and provision of energy from renewable sources in urban environment (published as: [http://www.eco-eco.it/download/pubblicazioni/Copertina\\_Coprovision.pdf](http://www.eco-eco.it/download/pubblicazioni/Copertina_Coprovision.pdf)).

## **Participation**

*2019-2021 Erasmus+ L&Ts River – The river as a learning space. Educational and participation activities on rivers and water shields of Europe*

eco&eco is member of the international network involving partners from Italy, Spain, and Portugal to work with upper schools on the issue of the river as a learning space. Within the project, deeply changed by the pandemic, eco&eco supported the Italian School Montessori da Vinci in the development of the assigned Intellectual Output and managed the production of three educational videos on the project

*2018-2019 Resilient Apennine and Smart Apennine: two participation projects on climate risks and development in the territory of Inner area Piacenza and Parma Apennine*

Two seasonal projects funded by Region to organize seminars and laboratories open to civil servants, stakeholders and citizens from the Inner area on the problems of living in the Apennines (isolation, soil erosion and landslides, distance to services). eco&eco defined the two projects and managed the activities

*2017-2019 Erasmus+ GrEAT! Green Education for Active Talents. Job orientation on green activities*

eco&eco is the inventor of Erasmus+ GrEAT project, aimed to strengthen the awareness of upper school students on job and higher education opportunities on green economy in partner countries (ITA, FRA, CRO, SPA). The project stands on storytelling as an educational modality, through the collection of case histories, video pills, and interviews to green entrepreneurs made by the same students

*2014 ECO-SCP-MED - Harmonization of Policies recommendations for the integration of Sustainable consumption and production in the MED area*

eco&eco supported the Metropolitan Town of Bologna in a EU cooperation project aimed at sharing information and best practices on consumers and production sustainable policies. The technical assistance included the organization of an International workshop and a participation activity based on world café technique.

*2013-'14 River Contracts in Lombardy: designing and implementing a participatory plan and animation activities to involve local stakeholders*

River Contracts are negotiated planning tools to promote the environmental, social and economic restoration of fluvial basins. eco&eco supported Region Lombardy in implementing a participatory action with local communities and stakeholders to co-design a masterplan on the sustainable use and interpretation of two fluvial basins (Olona–Bozzente–Lura, and Seveso) affected by environmental problems, where a River contract has been signed in previous years.

*2010 Local Agenda 21 of Republic of San Marino*

Agenda 21 is a participatory programme held by UN and worldwide implemented to deal with environmental problems on a voluntary basis. In this project, eco&eco supported the Local Agenda 21 of the Republic of San Marino in involving local communities and stakeholders to share impressions on the local state of the environment and to design jointly an environmental plan for the future.

*2009 Participatory planning in Tuscany-Emilia-Romagna Apennines National Park*

On behalf of the National park, eco&eco Agenda 21 organized and addressed public meetings with local communities in 36 rural centres and hamlets in the Provinces of Reggio Emilia, Parma, Massa Carrara and Lucca. The aim of the meetings was to design and debate with inhabitants and stakeholders the projects to be implemented for the socio-economic development of Park's local communities.

## **Plans and projects assessment**

*2020-2021 Ex-ante Strategic Environmental Assessment for Interreg Italy-Slovenia 2021-2027*

eco&eco has been entrusted by Archidata Milan, the company which was selected by programme secretariat (Region Friuli-Venezia Giulia), to coordinate the Ex-ante Strategic Environmental Assessment for Interreg Italy-Slovenia 2021-2027, starting from the scoping phase

*2020-2022 Self-Assessment of LAG action during the period 2014-2020*

LAG of Parma and Piacenza entrusted eco&eco to support the self-assessment of the just ended planning period, a compulsory activity requested by Region and European Commission to each LAG.

*2020 Assessment of Covid-19 pandemic impact on the municipalities of Italian Association of Authentic Villages (Borghi Autentici d'Italia, BAI)*

The 253 municipalities gathered in the BAI association, mostly with a small population and a low density, but characterized by aged inhabitants, asked to analyse the impact of pandemic mortality on the population, and to frame a potential recovery plan based on new funds.

*2019-2020 EU LIFE RINASCE – Socio-economic assessment of the impact of the project on local stakeholders*

LIFE RINASCE is a project on environmental engineering to the benefit of rivers and artificial channels. eco&eco has been entrusted by the lead partner Region Emilia-Romagna to assess the economic and social impact of the technical modalities experimented with the project.

*2018 Strategic Environmental Assessment on the restoration and refurbishing of former Tobacco city mill in Florence - Socio-economic impacts*

The former Florence Tobacco city mill has been acquired by a British real estate corporation and destined to become a residential city block. Within the SEA process requested by the Municipality of Florence to approve the project, eco&eco assessed the social and economic impact of the initiative.

*2015-17 Economic and cultural effects of LIFE Project Resto con LIFE*

National Park of Tuscany Archipelago commissioned to eco&eco the monitoring activity of a EU LIFE project aimed to eradicate invasive and allochthonous species from flora and fauna of the Archipelago. In particular, the objective of eco&eco's action is on one hand to evaluate the change of perception of invasive species in tourists and inhabitants all along the project, and on the other to estimate the economic benefits of the eradication.

*2015-16 Economic impact of the refunctioning of the artificial internal waterway of Ferrara*

A long run transportation plan is focused on the recovery of Idrovia ferrarese, a historic waterway connecting Ferrara eastward with Adriatic Sea and the port of Ravenna, and westward with the Po River and Valley. The part of executive planning aimed to design the passage of the channel inside the urban area of Ferrara has involved eco&eco to study costs and potential benefits of the refunctioning of the waterway.

*2015 Economic and environmental studies on marinas organization for the update of the Masterplan of the Municipality of Grado*

Grado is a coastal town in the northern Adriatic Sea, overlooking the Marano and Grado Lagoon. The traditional activities of the town, fishing and fish breeding, have been progressively substituted by nautical and seaside tourism. The updating of the municipal Masterplan is an opportunity to rethink the organization of berths in the city ports and marinas, increasing economic efficiency of placements. eco&eco is the subject in charge of the study.

*2011 Economic studies for the Masterplan of the Municipality of Berceto (Parma)*

Inside a working group including urban planners and engineers, eco&eco managed the economic evaluation of the actions and projects that substantiated the city masterplan of Berceto, in Parma Apennines.