

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 set up 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 a number of different points of view:

- local development, rural economics and sustainable tourism
- industrial economics: environmental technologies, waste management, climate change, energy
- political economy of environment: sustainable development, participation
- educational training in the above mentioned issues (definition of contents, organization, teaching, tutoring, examination, in more than 30 courses mostly financed by EU European Social Fund).

The core partners of eco&eco are:

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.

Francesco Silvestri, education in environmental economics and political science, expert in economics and local development. He covered the position of contracted Professor in Environmental Economics at University of Bologna (Faculty of Tourism) from 2001 to 2008 and in Industrial Economics and Innovation Economics at University of Modena and Reggio Emilia (2007-2013). For Formez PA he covered the position of Country Expert for an exchange programme in Natural Parks Economics and Planning with Montenegro (2004, 2007).

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, and on economics of natural parks and rural development. For Formez PA he covered the position of Country Expert for an exchange programme in Natural Parks Economics and Planning with Serbia (2004, 2007). He supervised the works on nautical tourism in the Lagoon of Marano and Grado (2012), and the economic and tourism studies on port planning for the Municipality of Grado (2014), in the Northern Adriatic Sea.

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 and Local Agenda 21 programmes.

From 2006 to 2012, eco&eco has played the role of technical bureau for National Coordination Board of Italian Local Agenda 21 Public Bodies.

eco&eco has been working for:

- European Commission, DG XII
- European Commission, DG XI
- Italian Ministry of the Environment
- Italian Ministry of Labour
- Italian Ministry of Economy, Department for Developmental Policies
- Italian Ministry of Economy and Finance/ Studiare Sviluppo Ltd
- Italian Ministry of Public Administration/ Formez PA Italy
- WWF Italy
- Region Emilia-Romagna

- Region Umbria
- Region Lombardy
- Region Marche
- Region Calabria
- Region Tuscany
- Municipality of Grado
- Municipality of Siracusa
- Municipality of Modena
- Metropolitan Town of Bologna
- 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
- Bocconi University, Milan
- University of Bologna
- University of Udine
- University of Trieste
- University Federico II, Naples
- National Research Council (CNR) of Italy
- Queen's University of Belfast
- Universität Lüneburg
- IFO Institute, Munich
- Cerna-Ecole des Mines, Paris
- OCSE, Paris
- ... and many other local Public Bodies

Research/Consultancy Activity (a selection)

Local development and sustainability

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 inside the city ports and marinas, increasing economic efficiency of placements. eco&eco is the subject in charge of the study.

2015 Technical Assistance to Marche Region on Internal Areas Strategy

The Internal Areas Strategy is an Italian National programme supported by 2014-2020 EU Structural Funds. It aims to provide social services (school, wealth, mobility, ICT) and development policies (tourism, agriculture, culture, industry, etc.) to communities living in towns and rural areas far from most developed and inhabited places. eco&eco has been entrusted to support Regional government in designing the strategy for three elicited areas.

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 plan 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).

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.

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.

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

Commissioned by BAI (an Italian Association of public bodies), 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).

2006 "VILLAS" Feasibility study on the reorganization and the interpretation of seven historical buildings in Emilia-Romagna

On behalf of the Regional Institute for Cultural and Natural Heritage (IBACN), partner of European Cooperation Programme Interreg III B, eco&eco drew the business plan for the restoration, refurbishing and new utilization for tourism addressed activities of a set of historical buildings (mostly manor houses).

2006 Strategy for implementing Regional Ecological Network - Natura 2000 in Sardinia (Programming EU Structural Funds 2007-'13)

Definition of a strategical framework for ecological network of Sardinia, not only as conservation programme, but even as a sustainable development tool.

2006 China Europe Public Administration (CEPA)

Programme of seminars for local civil servants and public authorities (China National School of Administration), of Beijing and of Province of Shenyang; The subject has been natural parks administration, green tourism and EU environmental policies, in a framework of strengthening and enforcing institutional development for Public Administration

2005 EU Interreg IIIc – Development programme for Po Delta River Regional Park

Definition of the sustainable development masterplan for the hugest regional park in Emilia-Romagna, with a surface more than 55,000 Hectares wide, and one of the most important European areas for bird preservation. After a phase of analysis, eco&eco supported local participation in defining strategies, objectives and actions (nature tourism, birdwatching, low impact activities) to implement sustainability in the area.

Thanks to this project, eco&eco between 2002 and 2005 collaborate to draw 9 out of 10 development programmes of Emilia-Romagna's regional parks (see below).

2004 Development Programme for regional parks in Province of Bologna.

Definition of the integrated development masterplan for the five regional parks in Bologna Province. The parks sum up together more than 20,000 Hectares.

2004 Elaboration of the technical and management plan of six salt lakes belonging to the ecological network of Sardinia

Socio-economic description - within their management plan - of six wetlands of the ecological network of Sardinia, six important areas for birds restoration and preservation.

2003 Best practice of sustainable development in European natural parks: a survey.

A selection of best practices implemented by European parks, remarkable for innovatory force and originality in pursuing sustainable development inside protected areas.

2003 Development Programme for regional parks in Province of Parma.

Definition of the integrated development masterplan for the four regional parks in Parma Province. The parks sum up together more than 10,000 Hectares.

2001 EU Life ECONet – Analysing and evaluating local policies concerned with Natura 2000.

European Project involving Regione Emilia-Romagna and Regione Abruzzo, Province of Bologna and of Modena (I), Cheshire County Council (GB), Province of Gelderland (NE), aimed to deepen the debate about Ecological network and to support the actual creation of Natura 2000 network. eco&eco made an analysis of urban policies impact on nature conservation in Emilia-Romagna.

2000 Quality chart of Belluno Dolomites National Park

National Park of Dolomiti of Belluno called for an integrated standard to assign its seal to business activities environmental compatible, in a framework of Quality and supplied Services Chart. eco&eco joined the project, making socio-economic analysis and writing the rulement for retail, craftwork and events linked with National Park activity.

2000 Green Tourism and Job Creation in the National Park of Tuscany Archipelago

Most of islands of Tuscany Archipelago are interested by mass tourism during the summer. With this project, eco&eco has been called by local authorities (province of Livorno and National Park) to design policies functional to lower tourism impact and to stimulate green tourism activities.

1999 EU - Agenda 2000. - Technical assistance for Region of Calabria in programming Structural Funds 2000-2006 and compilation of the Operational Programmes for National Ecological Network

Definition of strategical actions aimed to set up the Ecological Network of Calabria and to sustain the birth of a regional parks system using EU Structural Funds. eco&eco was involved even in promoting green tourism and environmental activities in the rural development plan of Calabria.

1997 Study of the feasibility of a trademark for the Regional Park of the Emilia Romagna Region.

Research made to verify feasibility of a trademark for the Regional Parks of Emilia-Romagna System. The study evaluated meaningful experience of territorial seals, norms and environmental standards, pointing out characters, strength and weakness elements of each of them, and suggesting the best action to be done to build an effective trademark fitting the needs of regional protected areas. The project represented an important instrument of institutional development for local Public Administration

1996 EU ADAPT Programme: Socio-economic analysis of four National Parks in Southern Italy (Aspromonte, Pollino, Gennargentu, Cilento e Vallo di Diano).

Research on economy of four National Park of Southern Italy, to elicit the needing of educational training linked to environmental occupations.

1996 Gennargentu Park. Coordination of the socio-economical studies to draw up a park plan

eco&eco directed and coordinated socio-economic studies aimed to draw up the National Park General Masterplan. eco&eco elaborated a report accounting most important activities in the area, with special emphasis on sea- and green-tourism.

1994 The Park as an entrepreneur: research on park experience in France, Spain, Germany and UK

The Study dealt with main problems faced by single States and local authority in Europe, to build and grow up National and Regional Park Systems. Patron of the project was Regione Emilia-Romagna, interested in designing a new effective policy for its natural parks.

1993 Evaluation of socio-economic impacts of Stelvio (Stilfser Joch) National Park

Study on local economy and natural heritage of Stelvio National Park. The research pointed out Park's territory is very dishomogenous, with problems for institutional and economic development of the area.

1993 Structure and functions of a Public body for River Po Delta Park management

It has been the first study aimed to design the institutional scheme and the technical and legislative structure of the Regional Park, in the most important Italian area for birds.

1993 EU - CADISPA. Sustainable development in the area of Cilento and Vallo di Diano National Park
CADISPA (Conservation and Development in Scarcely Populated Areas) was a EU programme aimed to address local communities to sustainability in fringe areas.
eco&eco taught to local agricultural cooperatives the way to use European funds to qualify their productions.

Environmental technologies

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). Among them, the one specialized in smart cities technology.

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.

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).

Participatory planning

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.

2002 Stelvio (Silfser Joch) National Park Local Agenda 21

Local Agenda 21 programme for Stelvio (Silfser Joch) National Park, including activity of start up (information of local population, settling of stakeholders Forum, organization of single workgroups), drawing of sustainable development strategy guidelines, definition of indicators, redaction of National Park's Environmental Status Report, definition of Activity Plan.