



REGIONE LOMBARDIA

Form 1

Partner's introduction

Name of the partner	Regione Lombardia – Trade, Fairs and Markets Department – Trade Unit
Institutional role of the partner	<p><i>(General information on all sectors of competence and degree of administrative capacity)</i></p> <p>The Unit competences consists in:</p> <ul style="list-style-type: none"> • Programming and policy in the following areas: Commerce, public concerns; • Daily press and magazines; Fairs; Consumers' protection; fuel net distribution. • Great Selling Store trading licences to public release.
Name of the sector in charge of managing AlpCity	<p><i>(National language and English translation)</i></p> <p>Trade Unit</p>
Role of the sector within the partner's administrative structure	<p><i>(Information on specific competences, policies and services)</i></p> <p>Programming and Policy in Commerce field, Consumers protection, Great Selling Store trading licences to public release.</p>
Partner's expected benefits from the participation to AlpCity	<p>Investigating and set the conditions to begin the trial in two little mountain municipalities in Lombardy for:</p> <ul style="list-style-type: none"> • Maintaining adequate commercial service levels • Increasing the value of Handicraft
Indicate the WPs (4-7) in which the partner will undertake local case-projects (and if the partner is WP responsible)	<p>Partner is responsible of WP 4 – case of project 1 – Economical development</p> <p>Within this WP the study of two local cases of Lombardy jurisdiction</p> <p>■</p> <p>■</p>



<p>Organisational expectations from the participation to one or more specific WP4-7 (case-projects)</p>	<p><i>(The WP must have internal rules? Which ones? How do you see the role of the WP responsible? How do you think exchange of experiences within the WP should be promoted? What could be the ways to structure the WP: distinct meetings, news by email? Others?)</i></p> <p>Proposal of internal rules:</p> <ul style="list-style-type: none"> • Defining deadlines and conditions (Typical report) to transfer information about project on progress • Setting up the frame of work relations during the meetings. <p>WP Responsible role:</p> <ul style="list-style-type: none"> • Support of a setting up of a common working methodology within WP4 and connection with others WP which analyse study cases. • Monitoring the project trend and summarizing in Meetings report received and a link with the LP. <p>Exchange WP experiences:</p> <ul style="list-style-type: none"> • Via e-mail • Involving partners in local workshop • During meetings
<p>Expectations from the work of AlpCity Scientific Steering activities</p>	<ul style="list-style-type: none"> • Supporting the final focusing on working methodology for the study of cases and for WP work. • Supporting the communication actions. • Producing supporting studies documents (analysis, examples, best practices). • Supporting the realization of local Workshop. • Supporting the Meeting Realization.



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Form 2

Description of the concerned territory (geographic and/or institutional areas)

<p>Administrative areas within the region</p>	<p><i>(What are the administrative levels within the region for different policy, planning, and project purposes? What are the different competences within these areas? What is the relationship between these levels and the small towns? The mountains?)</i></p> <p>Administrative levels are Provinces and Municipalities.</p> <p>Provinces have the role of territorial wide area planning. Through Territorial Plans of Provincial Coordination (PTCP) they defines the infrastructural frame, ways for environmental protection, standards for identifying sections in which is possible the localization of great distribution stores.</p> <p>Municipalities are responsible Urban planning Bodies. A particular care of urban planning is the Commerce Urban Planning: Municipalities identify, based on specific economical and territorial analysis, areas destined to Great and Medium distribution stores.</p> <p>Municipalities release of trading licenses activity permissions for neighbourhood concerns and for Medium distribution stores.</p>
<p>Brief description of the mountain character within the whole partner's territory</p>	<p><i>(Examples: what part is covered by mountains, what are the types of mountain (high, medium, low), which is the quota of the population living in mountain areas, what is the role of the mountain areas in the regional economy, etc.)</i></p> <p>Mountain areas cover the 40% of Regional surface.</p> <p>At the North of the Region there is a Mountain zone, then a Sub-mountain zone sloping down to the Great Padana Plain end a hill zone in the south. (Pavia Province).</p>
<p>Structure of the towns within the region</p>	<p><i>(Examples: size, hierarchy, demographic and economic changes, main social and economic problems)</i></p> <p>Multi-centric Urban System both in inner Milan city area and in the Lombardy Region.</p> <p>In the Plain belt and in the Sub mountain belt crossing the region from east to west there is the higher concentration of population and productive activities, with peaks in Milan area and along the ways connecting the regional chief town to Varese, Como, Lecco and</p>



	<p>Bergamo.</p> <p>In the low Padana Plain there is a substantial persistence of agricultural activity.</p> <p>Along the lake shores and in middle and great mountain centres a strong tourist activity is reported.</p>
Names of the case-projects (described in Form 3) and all administrative area/s involved	<p>Province of Sondrio, Municipality of Dazio.</p> <p>Province of Brescia, one or more Municipalities in Val Camonica or in Val Vestino (Alto Garda Bresciano Mountain Community)</p>
Number of inhabitants in these areas (please list all individual towns and other administrative levels concerned by each case-project)	<p>Province of Sondrio: 177.500, Municipality of Dazio: 347</p> <p>Province of Brescia: 1.113.000; One Municipality in Val Camonica Mountain Community or in Alto Garda Bresciano Mountain Community is selected in Province of Brescia with less than 2.000 inhabitants.</p> <p>Municipalities and inhabitants' list is below:</p> <p>Val Canonica Municipalities (n.26):</p> <ul style="list-style-type: none"> • BERZO DEMO 1.847 • BRAONE 610 • CEDEGOLO 1.263 • CERVENO 659 • CETO 1.860 • CEVO 1.030 • CIMBERGO 573 • CORTENO GOLGI 1.991 • GIANICO 1.924 • INCUDINE 450 • LOSINE 510 • LOZIO 405 • MONNO 589 • NIARDO 1.835 • ONO SAN PIETRO 927 • OSSIMO 1.433 • PAISCO LOVENO 257 • PASPARDO 677 • PONTE DI LEGNO 1.862 • PRESTINE 395 • SAVIORE DELL'ADAMELLO 1.159 • SELLERO 1.475 • SONICO 1.208 • TEMU' 1.010



	<ul style="list-style-type: none"> • VEZZA D’OGLIO 1.424 • VIONE 758 <p>Alto Garda Bresciano Municipalities (n.5):</p> <ul style="list-style-type: none"> • LIMONE SUL GARDA 1.034 • MAGASA 189 • TIGNALE 1.270 • TREMOSINE 1.922 • VALVESTINO 287
Specific issues on the structure of the towns in these mountain areas	<p>Ancient Urban cores characterized by demographic decay phenomenon, lack of infrastructural and services system, percentage of population over 64 y.o. above 20%</p>
Economic profile of these towns - regional functions - external functions	<p>Rural Mountain Economy. Presence of handicraft functions with historical value. (i.e. “ Pietra Ollare” processing in Valtellina). Areas have always been at the edge of historical commercial roads.</p> <p>They now show shortage in commercial distribution and neighbour services system</p>
Social image of the mountains within the region	<p><i>(Examples: symbolic values attached to the mountains, level of attractiveness for residential and/or leisure time activities, level of repulsiveness, differences among community and social groups. Please comment your replies!)</i></p> <p>High landscape value of sites. Few tourist attraction, lack of infrastructural and hosting system.</p> <p>Placement in a particular landscape and environmental regional areas – regional Parks (Parco Regionale dell’Alto Garda Bresciano)</p> <p>Bibliography as follows:</p> <ul style="list-style-type: none"> - AAVV, <i>Il paesaggio Lombardo, Regione Lombardia Assessorato all’Urbanistica; Sondrio 1998</i> - AAVV, <i>Le Alpi per l’Europa: una proposta politica. Economia, territorio e società. Istituzioni, politica società, Milano 1988.</i>
Policies for the mountain	<p><i>(Is there a specific legislation concerning mountain areas? E.g. national, regional, other levels. What are the main points? Please indicate also the references and dates. Besides legal instruments, is there a specific partner’s political approach vis-à-vis the mountains? What are the objectives? What are differences with other areas/regions?)</i></p> <p><i>Regional laws:</i></p>



- l.r. 10/98 “Disposizioni per la valorizzazione, lo sviluppo e la tutela del territorio montano in attuazione della legge 97/1994”
- PdL di recente approvazione regionale “Misure di sostegno a favore dei piccoli comuni della Lombardia”
- l.r. 14/99 “Norme in materia di commercio in attuazione del D.Lgs 114/98”

Regional Commerce Planning acts:

- Triennial plan of Commerce field Development 2003-05 (DCR 30 July 2003 n. VII/871)
- Integrated Plan of Commerce intervention – PIC (DGR 14 November 2003 n. 7/15056)
- triennial Plan commerce field development course of actions 2003-05 about Great selling Stores (DGR 18 December 2003 n. VII/15701)

National laws

- L. 3 december 1971 n. 1102 “Nuove norme per lo sviluppo della montagna”
- L. 31.1.94 n. 97 “Nuove disposizioni per le zone montane”
- D.Lgs 114/98 “Riforma della disciplina relativa al settore del Commercio a norma dell’art.4, comma 4 della legge 59/97”

Particular aspects of Lombardy Region Laws:

A recent law about little Mountain municipalities identifies a precise supporting framework for Municipalities with less than 2.000 inhabitants population (45% of the Whole Lombardy Municipalities) in which exist social-economical and infrastructural Marginalization situations, taken every 5 years based on demography, on wealth level, on services equipment and the tourist guidance.

Facilities are foreseen for:

- Commercial activity practice (realizing multi-services shops; derogating the 250 mq. maximum level for neighbour shops; opening hour during no working days; Giving permission for fuel selling points new openings);
- education – also with economic benefit (maintaining schools open; starting up with experimental tele-teaching forms; union of different teaching levels in into school and extra-school grouping)
- fiscal facilities to improve new production activities reducing the regional tax on Production Activity (IRAP)
- financial acts (l.r. 33/91 “... Istituzione del fondo di ricostruzione infrastrutture sociali Lombardia – FRISL; l.r. 31/96 “Norme concernenti la disciplina del Fondo per la



	<p>realizzazione di progetti infrastrutturali di rilevanza regionale”)</p> <p>The Triennial Programme about Commercial field development 2003-05 and related applicated conditions, forseeing specific development objects for mountain areas paying attention at the neighbour services maintenance, Financial Initiative as l.r. 13/2000 supporting multi-service shops and other experimental forms, particular attentions to impacts generated by the allocation of Great selling stores)</p>
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REGIONE LOMBARDIA

Form 3

Description of the local activities within AlpCity

(IMPORTANT: please copy and paste the table, and fill one for each distinct case-project)

1	Title of the case-project	'Experimentation of innovation actions for preserving the commercial services in disadvantage mountain areas'
Case-project abstract	<p>Aims: improving life quality in mountain areas; spreading good practices knowledge; Increasing the value of commerce social dimension: maintaining adequate commercial services levels in Region mountain and disadvantage areas.</p> <p>Contents: starting up an experimentation with excellent features to support, acting in a subsidizing terms, the activation of experimental enterprises in many parts of regional territory.</p>	
Reasons for the choice of this case-project	Putting into effect to one of the priority objects of the regional VII legislature commerce planning: Increasing the value of social importance of trade.	
Adopted methodology	<ul style="list-style-type: none"> • Identifying Municipalities for the study based on criticalities in commercial service equipments, the no adequate value of tourist place vocation and increasing the value of handicraft activities already existing; • Involvement of Local Bodies and Trade associations into studies of cases and starting up of experimentations; • Analysis (i.e. customer habits enquiry, about supply and demand, about existing public services - post services, about the availability of rooms for multi-service shops or for pedlaring by local administrations, about the existing of first aid product selling by public shops and store); • Possible presentation and discussion of European projects already done and regarding the economic problems of little mountain municipalities (i.e. Commerce 2000 – best European practice regarding local shops in disadvantaged rural areas); • Setting up of specific instruments such as conventions, project feasibility 	
Expected benefits (local and regional levels)	<p>Realization of services for improving life conditions about local place.</p> <p>Starting up further participation on territory in consequence of consulting actions with local Bodies and promotion of the</p>	

	experimental case.
Are follow-up activities foreseen ?	<p><i>(Please describe)</i></p> <p>Activation of financing call as l.r.13/2000 for realization of multi-services shops and other experimental ways of neighbour commerce</p>
Expected value added (other than financial) from the participation to an INTERREG project	<p><i>(Please mention concrete examples and not general statements such as: exchange of experiences)</i></p> <ul style="list-style-type: none"> • Integrated projects approaching. • Identifying similar cases and comparison the methodologies and general rules. • Setting up of good practices.
Expected trans-national exchange benefit gained from the case	<p><i>Cases should not tackle exclusively local problems. Where in the whole Alpine Space Programme area can similar problems be found? And where can good practice be found?)</i></p> <ul style="list-style-type: none"> • Net realizations • Knowledge development and good practices spreading.
Output indicators	<ul style="list-style-type: none"> • N. meetings with Associations and Local Bodies • N. divulged publications • N. subject contacted in commercial activity
Impact indicators	<ul style="list-style-type: none"> • N. services neighbour requests by customers • N. of Site accesses • N. of experimental projects in mountain areas that will be activated owing to AlpCity project ending. • N. of experimental projects about multi-services shops that will be presented at call measure 1.11 – Docup Ob.2 of Regione Lombardia in 2004/5.

Nam conc

less than 2.000 inhabitants
Comunità della Brianza Bresciano Community.



Demographic, social and economic situation of the town/s concerned and specifically identified problems	<p>Municipalities:</p> <ul style="list-style-type: none"> • have resident population with less than 5.000 inhabitants • are not involved in substantial tourist floods • Have a more than 20% of elderly population (age > 65 Y.O.) • Are concerned by c trade desertification <p>have few services equipments</p>
Role of the mountain resource within the local development chances of the town/s concerned (positive or negative)	<p>Positive Role:</p> <ul style="list-style-type: none"> - Environmental and historical value presence - connection to production system and local handicraft - reduced dimension of local community and possibility of association forms in services distribution <p>Negative role:</p> <ul style="list-style-type: none"> - lack of infrastructures and base services equipment <p>abandon of site by young people</p>
Expected contribution of the foreseen actions towards the development of the town/s concerned	<p>Information diffusion on commercial social role and about the experimentation importance of adequate models to local context.</p> <p>setting up a specimen action as reference for others experimentations in regional ambit.</p>
Who is the responsible for the concrete development of the project?	<p><i>(Partner, university, local authority, consultants, other institutes? Why has it been chosen?)</i></p> <p>The Trade Unit with consultants support.</p>
How are activities sub-contracted?	<p>Activities regarding the study of case will be committed to an expert. task proceeding is by curricula comparison taken from a list of regional consultants.</p> <p>Statements activities and coordination support has given to a regional instrumental body. The task is committed by letter.</p>
Beside the partner, which administrative authorities are involved in the project? How?	<p>Municipalities and Mountain Communities of the province are involved in a first step identification ambit of experimentation</p> <p>caused to identifying the municipality in which realize the experimentation, the municipality body contributes to verify the rooms (for multi-services shops or for strolling commentary positions) and actuator subjects (public concerns managers, retailers).</p>



Who are the main local/regional project actors?	<p><i>(economic, political, cultural, social actors, NGOs)</i></p> <p>Municipalities, public concerns managers, retailers, public services supplier (i.e. postal offices) Commerce associations, Consumer Associations.</p>
Are there important actors who are not integrated or are opposing the project ?	<p>The case acts one of the target included in the triennial commercial development programme 2003/05, the principle document in VII legislature commerce policy.</p> <p>Others interventions will be put in act trough:</p> <ul style="list-style-type: none"> • Integrated Commerce Intervention Plan approved with DGR 14 November 2003 n. VII/15056 which provide the proposals by Municipalities to obtain a Regional Financing. • Measure 1.11 in the Programming “DOCUP Ob. 2” Document in course of approval
The case is isolated or integrated within a broader frame/ programme of activities? How? How are these activities being financed?	<p>July 2004 – September 2004: consultations and chose of the ambit of experimentation</p> <p>October –December 2004: local diffusion of good practices already tested for setting up a shared local model of experimentation</p> <p>September – December: setting up of the convention model and scheme</p> <p>December – May: diffusion of model</p>
Timetable for the project development (July 2004 - May 2006)	<p>About 50.000,00 €</p>
Are experts (non SSC) involved into the case and research activities undertaken for the case? What is their role?	<p>Realizing the study of case through these action:</p> <ul style="list-style-type: none"> • Analysis for identifying Municipality/ies object of experimentation • Realization of an inquiry into demand, into consumers habits and into offer • Setting up of local strategies with synergistic actions in order to revitalize the commerce context (strolling, small distribution, great distribution), with a particular attention to the logistic aspect, to the commerce social service aspect (weak target of population) and to the exploitation of local productions • Evaluation of common rooms availability to be located or common spaces to be shared with other services already existing at local level to realize multi-services shops. • Setting up of Convention between Municipalities and



	<p>services subject supplier</p> <ul style="list-style-type: none"> • Realization of a website supporting the experimentation
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2	Title of the case-project	‘Experimentation of innovation actions for trade and handicraft integration in disadvantage mountain areas’
Ojectives and contents summary	<p>Objectives and contents:</p> <ul style="list-style-type: none"> • To define a “hypothesis of the model” to revitalize the typical goods commerce in those towns nearby the most important touring routes; • To start a research involving all the local institutions, artists and manufactures and form the other areas, who may be interested in putting together their products; and a similar research will be done for agricultural products and local cultures, considering the hypothesis it is suitable to put together different kinds of products at the same “selling places” to be able to have a considerable amount of items for a commercial initiative; • On the basis of the indications gathered to single out a place and people (artists, merchants already in the market...) • “To follow” the experimentation for opening /reactivating “selling places” with the aim of monitoring every single step. (<i>direct support, to able researching about modellization by means of good practices</i>); • Analysis of the results and definition of the model for future actions regarding good practices; • Training activities are planned for the interested operators (artists, PMI, social enterprises, institutions). 	
Reasons for choosing this project	<p>The Province of Sondrio is very interested in participating in the development of actions which represent a new item inside the several current actions on the Province (in particular the mountain districts) they are carrying a real support to the mountain economies related with the artistical and cultural production. The scope is to provide a concrete support to those entrepreneurial initiatives to save local traditions.</p>	
Project Development Methodology	<p>In the development of this projects we intend to involve all the local real facts which have to do with the mountain districts economy.</p>	
Expected benefits (local and regional)	<p>Town Hall of Dazio and boundary small towns (the project will increase their territory re valorisation);</p> <p>Small entrepreneur (agricultural entrepreneurs, craftsmen, merchants, tourist operators, who will be beneficiated this promotion</p>	

	results).
Are there some expected activities at the end of AlpCity? (follow-up)?	This project is part of several projects promoted by Mountain Districts. Inside these projects we find the links and resources to develop a continuous process..
Which is the expected added value (not only for financial aspect) for taking part in a project INTERREG?	<ul style="list-style-type: none"> • Consolidation of the supporting action to the mountain districts' economy involved in the IT-G-LOM-014 project; • - Creating commercial circuits related to tourism in order to support local productions.
Expected Transnational benefits	This topic has an important meaning for the whole alpine arc. In particular, this case can be related to the Interreg IIIA current projects followed by Italy and Switzerland.
Output	Opening of « selling points » Training for interested operators (artists, PMI, social enterprises, institutions).
Impact indicators	Contribution to: Economy development in the mountain areas, mountain districts and boundary small towns; Integration between commercial and turistical activities.
Name/s of Town Halls involved.	Town Hall of Dazio.



<p>Demographic, social and economical of the Town Halls involved</p>	<p>The areas of reference for experimentation are those territories characterized by a social dispersion in small towns. A concrete case is the Dazio area.</p> <p>The actions mean to verify and confirm the starting of an experimentation through a research , to manage commercial activities related to artist and local craftsmen activities, agricultural produce, ecc.</p> <p>The hypothesis is to create some “selling points” promotion/selling/training.</p> <p>These « selling points » are focused on the local population and tourism .</p>
<p>Role of mountain resources in the local development of the involves cities (positive and negative role)</p>	<p>The mountain resources may have an important part in the area development, and for the development of the Province, particularly the mountain economy may become a complementary instrument to reach a better equilibrium of the area, specially regarding the desertion of alpine places.</p>
<p>Expected contribution from the future actions of the local project AlpCity to benefit local development</p>	<p>As above pointed out, the project will give en important contribution to the local development regarding the mountain economy, facing the products “distribution” problem.</p>
<p>Who is the responsible for carrying out the project?</p>	<p>Town Hall of Dazio, coordinated by the Province of Sondrio.</p>
<p>How are the activities assigned? (in case they are not carried out by the partner)</p>	<p>There will be a convention with Dazio, for further contributions or inputs there will be rules pre defined inside Interreg.</p>
<p>Other partners, are there other administrations involved? How?</p>	<p>Convention with the Dazio Town Hall.</p>
<p>Who are the main local and regional actors of the projects?</p>	<p>Provincia di Sondrio, Comunità Montana, Comune di dazio, enti, imprese, associazioni operanti sul territorio.</p>
<p>Is the case isolated or is it integrated in a wider activity programme?</p>	<p>Participation to the project Alpcity of the Lombardy Region Lombardi, as “Project Partner” and the Province of Sondrio as territory for experimentation. It may require some interesting synergies. For example, for the current Equal IT-G-LOM-014, it’s foreseen the creation of a centres network for research/assistance inside the alpine</p>



How? How the activities have started?	arc. Theses networks could find important links with the project Interreg AlpCity
Cronoprogramme Hypothesis for the activities (July 2004 – May 2006)	July 2004: starting activities April 2005: opening the selling point; May 2004-may 2005: promotional actions, training actions.
Total cost (Euros)	€ 50.200,00.
Is there any scientific expert involved in the project activities? Which is their role?	--