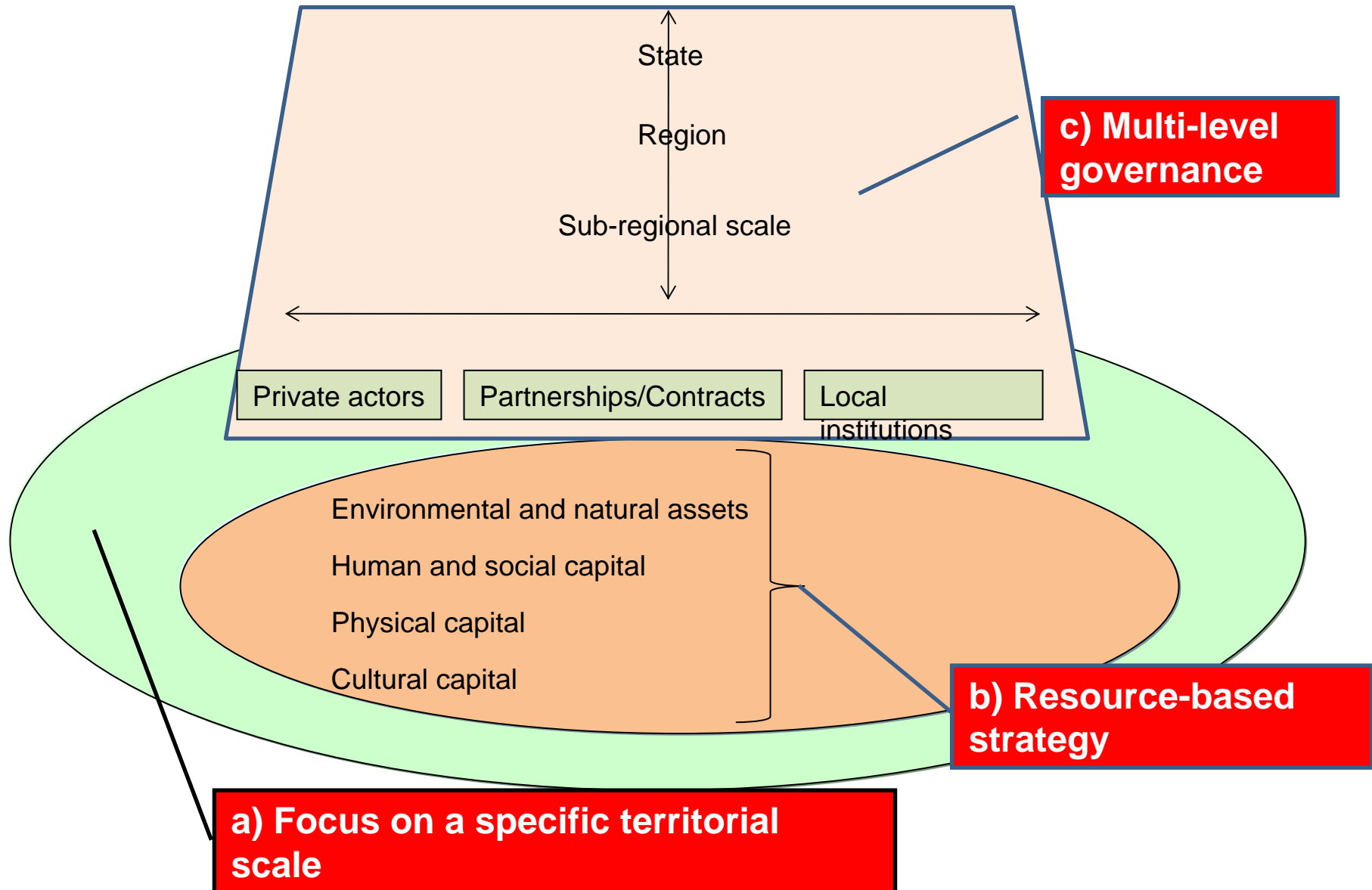


Place-based approach: where does this concept come from?

1. In the new Treaty the word “territorial” is used as the third dimension (along with “economic” and “social”) embodied in the concept of “cohesion”
2. The importance of a territorial approach for rural areas has been strongly emphasized by the OECD “new rural paradigm” (2006)
3. This process of re-thinking the approach to rural policies has been accompanied and driven by more general forces of changes in many European countries
4. The role of EU policies in stimulating the adoption of the territorial approach has been very important in some countries, especially where this approach was not familiar to the national/regional institutions
5. The emerging importance of a place-based policy for the future of EU policies is also evident from recent proposal of reform of the Cohesion Policy (Barca Report, 2009).

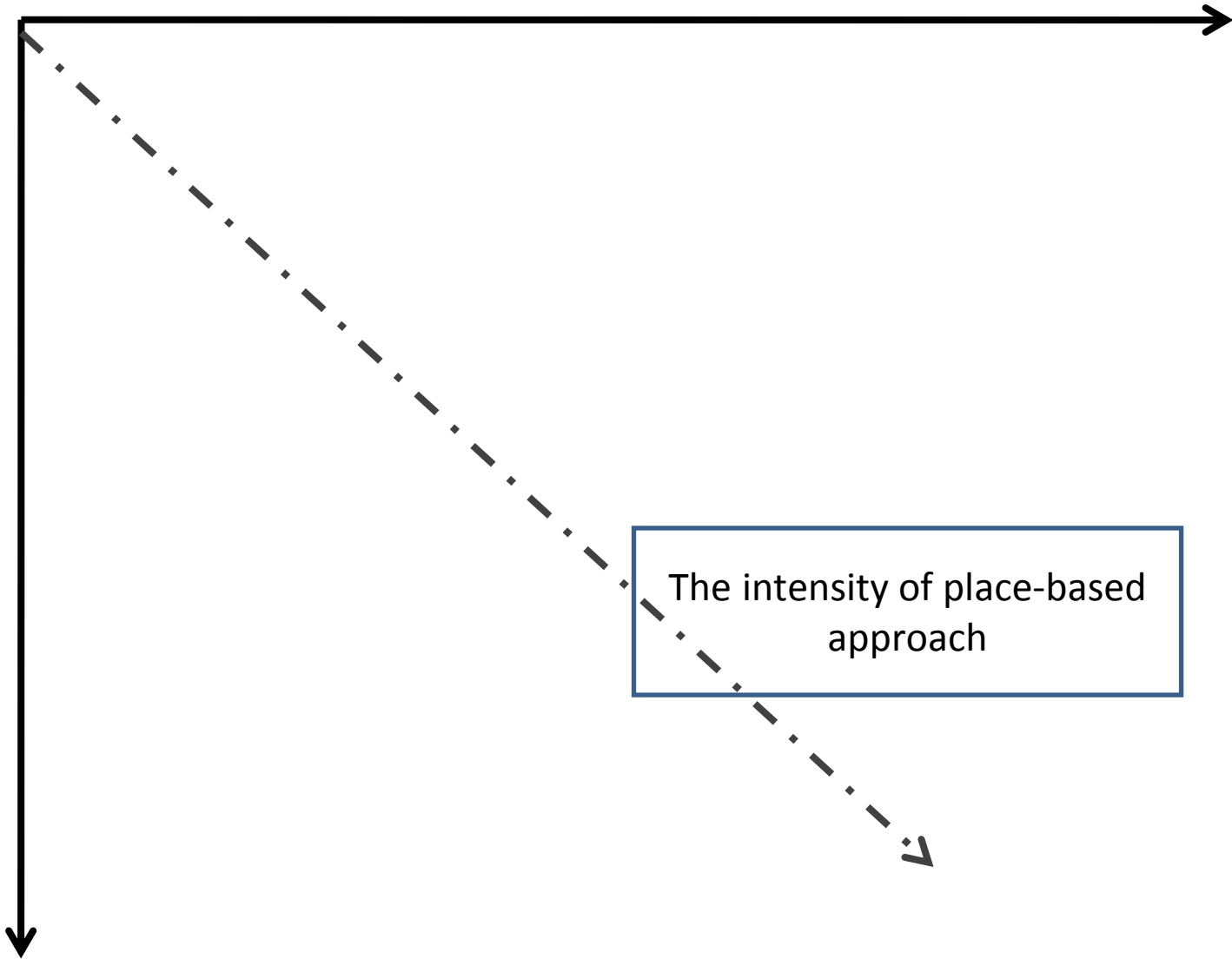
Main ingredients of the place-based approach to rural policies



Level of policy targeting to places

Level of territorial scale definition

The intensity of place-based approach



Territorial scale	Policy instruments targeted to places		
scale	Selection criteria	Specific allocation of funds	Place-based plans/local projects
Broad scale	Less Favoured Areas, Natura 2000, etc.	Rural areas with specific needs and characteristics	Decentralised RD programmes (i.e. Italian provinces)
Small scale	Contracts territorial d'exploitation, DOP, IGP, niche products	Operational programs of Producers associations	Leader-like projects, Localized filière projects

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1. The territorial scale

- Po Delta Regional Park, one of the most important wetland in Europe
- it encompasses nine municipalities of Ferrara and Ravenna Provinces (Emilia-Romagna)

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2. The resource-based strategy and main results achieved

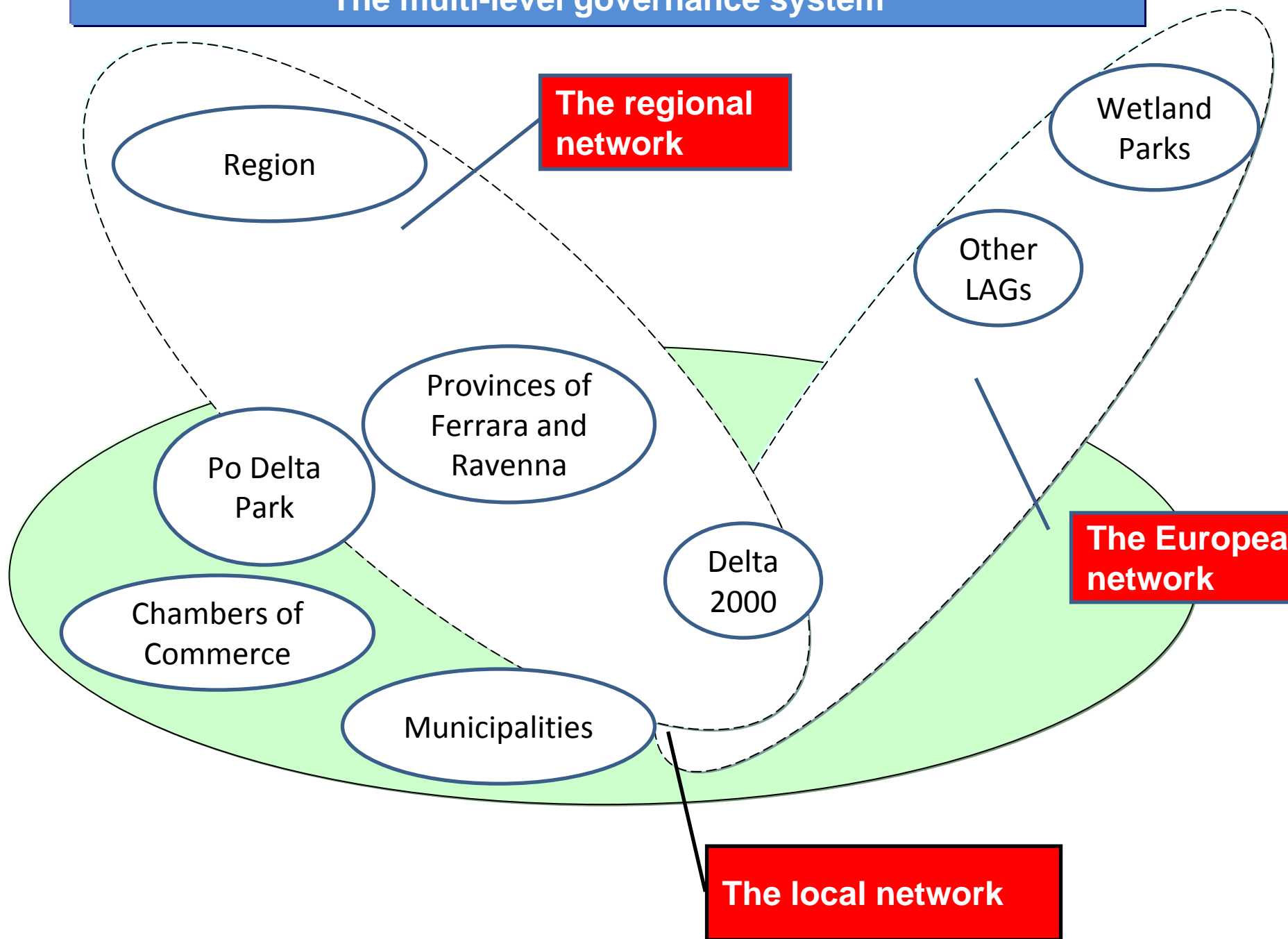
- creation of a touristic specific market for bird-watching
- using the bird-watching as a catalyst activity for promoting local products, agro-tourism and rural tourism
- openness of the wider touristic market (through the International Po Delta Bird-watching and Nature Tourism Fair, which attracts tourists and operators from abroad)
- conservation, care and valorization of the natural assets such as biodiversity, landscape and water resources
- strengthen the identity of local population, their income level and the consciousness of the value of the natural assets

A case study: the creation of a specific local market for eco-tourism

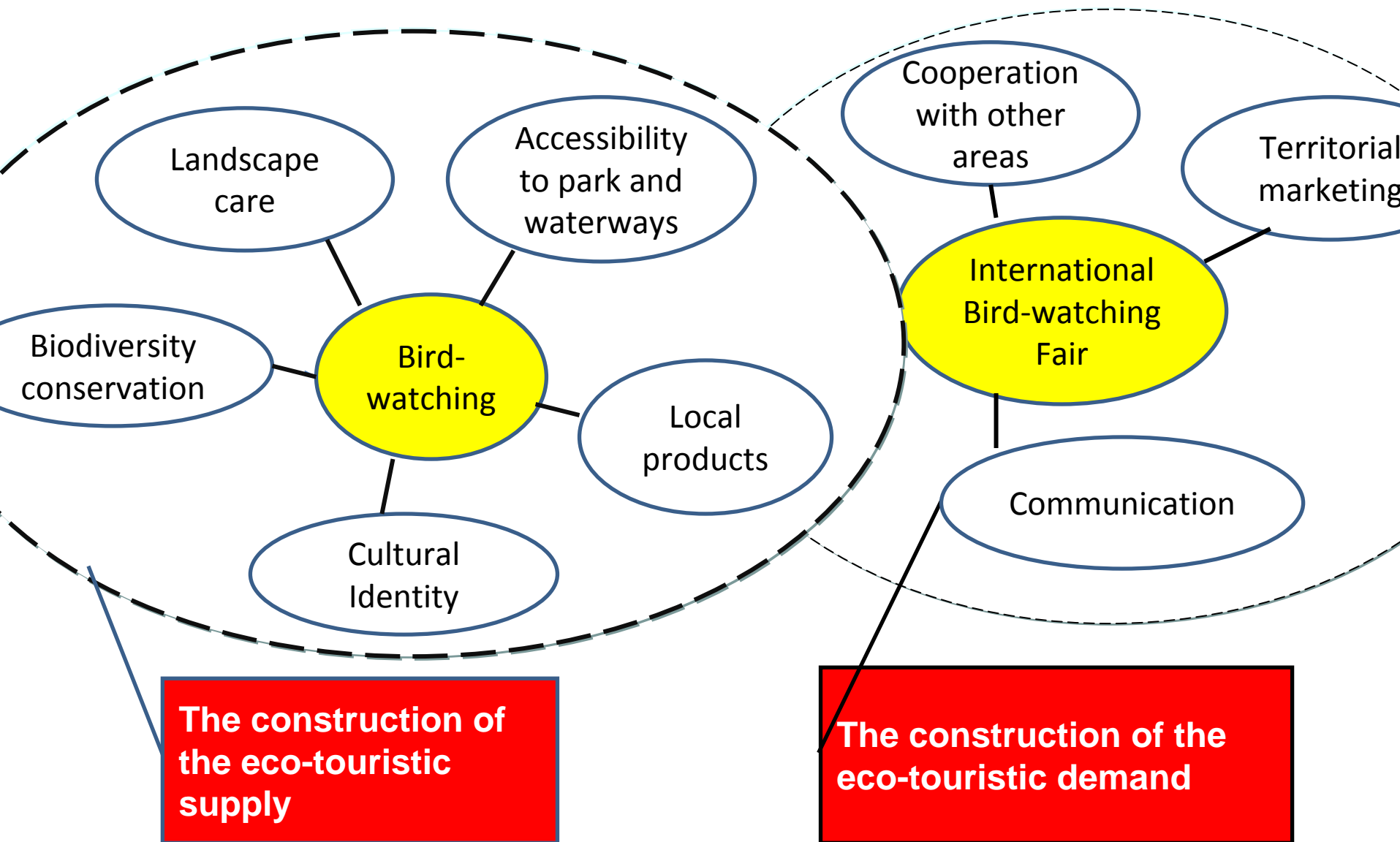
3. The policy instruments used

- regional Law n. 7 concerning incentives to promotion and marketing of tourism
- Leader II and Leader + programs
- FEOGA-Guarantee within Objective 2 programs (territorial marketing related to agro-food and environmental products)
- ESF within Equal Community Initiative
- Cooperation Programs (Takis, INTERREG 3a, INTERREG Cards-Phare)
- EU Youth Program and Cultura 2000
- Vth Framework Program

The multi-level governance system



The construction of the local market



The value added of the place-based approach to rural policy

The creation of localized collective goods.

Positive effects on farm competitiveness

Effects on social cohesion and social capital.

Effects on the improvement of local governance.

The thickness of networks within and outside the specific territory

The policy risks of the place-based approach to rural policy

Inefficiencies due to more complicate policy delivery.

Setting up of instrumental local coalitions (just to make money).

Consolidation of conservative local elites.

Predominance of agricultural actors/interests within local partnerships

Why the new CAP does need more place-based approach?

The historical structure of the CAP/RDP and its instruments are largely non-territorial in nature

We need to avoid unbalanced effects of the present CAP on regional/territorial disparities

We need more effectiveness in the public action for rural areas.

A focus on the places rather than on farms is links to the processes which might affect at the local level the success or a failure of the RD policies

The current debate, focused mainly on the level and the form of subsidies, does not help to make substantial progress in the process of re-thinking the RD policies for the future.