



# Lunigiana Amica

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**EVST** EMPREENDEDORISMO E VALORIZAÇÃO  
SUSTENTÁVEL DO TERRITÓRIO



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# Where



## Lunigiana

*14 municipalities, 56,000 inhabitants,  
4,000 unemployed, 5,300 enterprises  
(800 agricultural - 1,600 craft firms)*

## The N/W "tip" of Tuscany



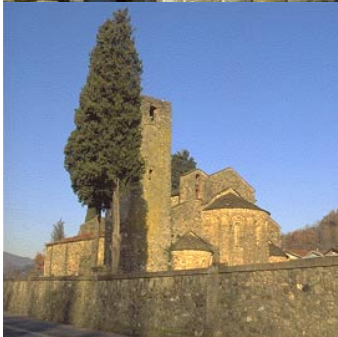


# Where (2)





# Where (3)



# Why

- **Agriculture** has largely become an informal activity:
  - **“Second job”** for most regular employees
  - **Lowest productivity and size**, high dispersion of agricultural firms
  - **Old age of local farmers (>65)** → need to ensure the continuity of business and its permanence on the territory
  - Wish to break the **“vicious circle of depression”**
    - *Low market demand → no incentive to increase quantity and/or improve quality of production!*
  - **Poor knowledge and innovation capacity** in local players
  - A long track record of **“failures”** in **“top down”** enterprise support policies

# Why (2)

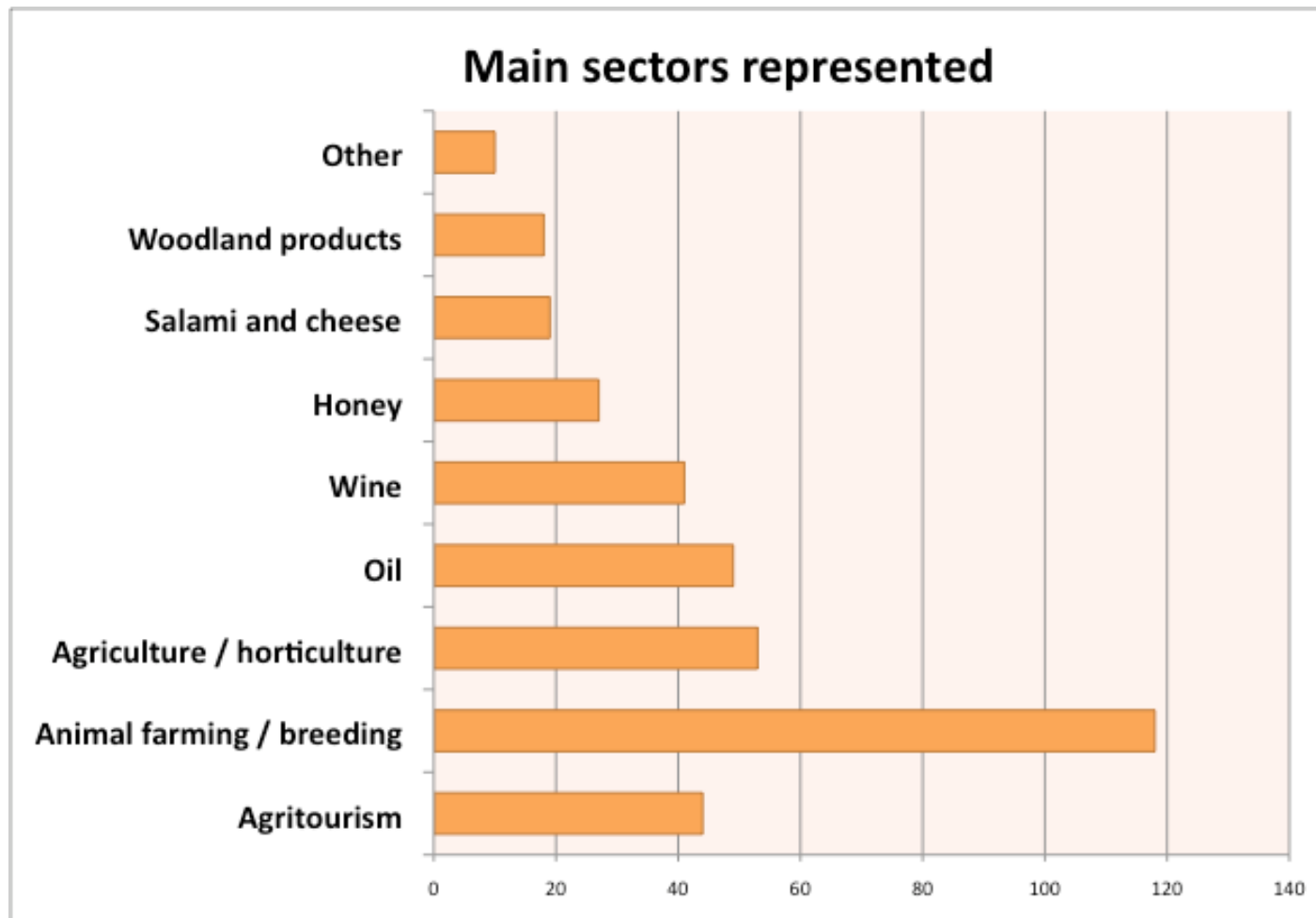
- An **untapped potential** deriving from:
  - **A few products** internationally renowned for taste and quality, some holding a EU certification (e.g. Honey PDO, Chestnut Flour, Val di Magra Wine PGI, “Testaroli” etc.)
  - **Local consumption** of agricultural products as part of:
    - Touristic promotion of the rural and mountain territory
    - The experience of an invaluable ‘quality of life’
  - The **communitarian / collaborative structure** of local society
  - Some **national / international relations** brought into the project by a group of visionary people...
  - The “**open innovation**” approach implemented “**for, by and with**” the people to operationalise “bottom up” strategies for rural development

# Who

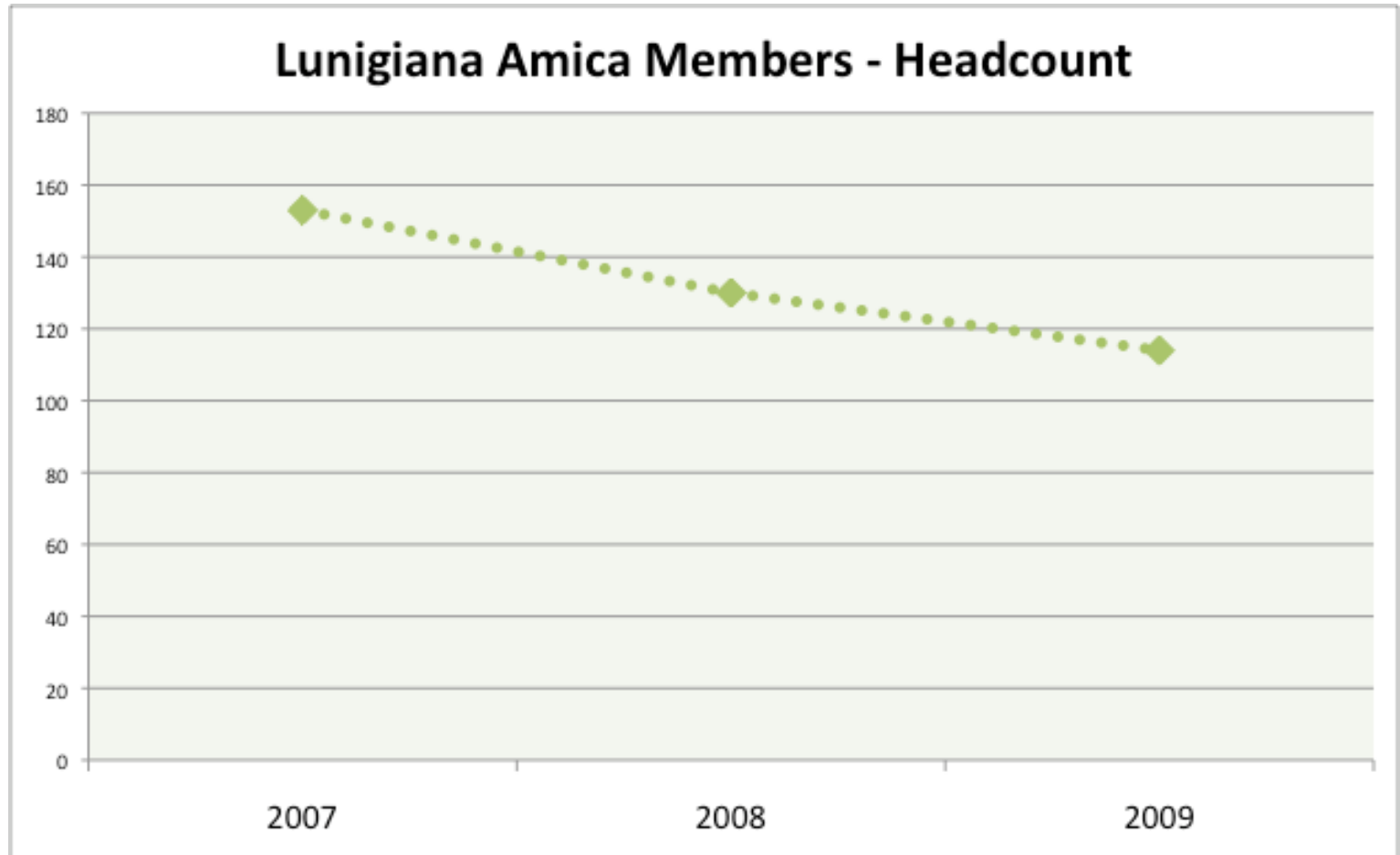
- A **non profit association** under the Italian law
- Established in January 2007, now counting 120+ members and 200+ associates (mostly from the agricultural and agritourism sector)
- A **'light' structure**, with minimal costs of functioning
- HQs located in the **Terrarossa Castle**, in the very heart of Lunigiana
- Like any 'virtual' organization, **Lunigiana Amica** does not imply significant membership fees
- **Run and managed by its members**
- Each member can freely and seamlessly join or leave any internal cluster (project) of **Lunigiana Amica**, following their contingent requirements, interests and opportunities.



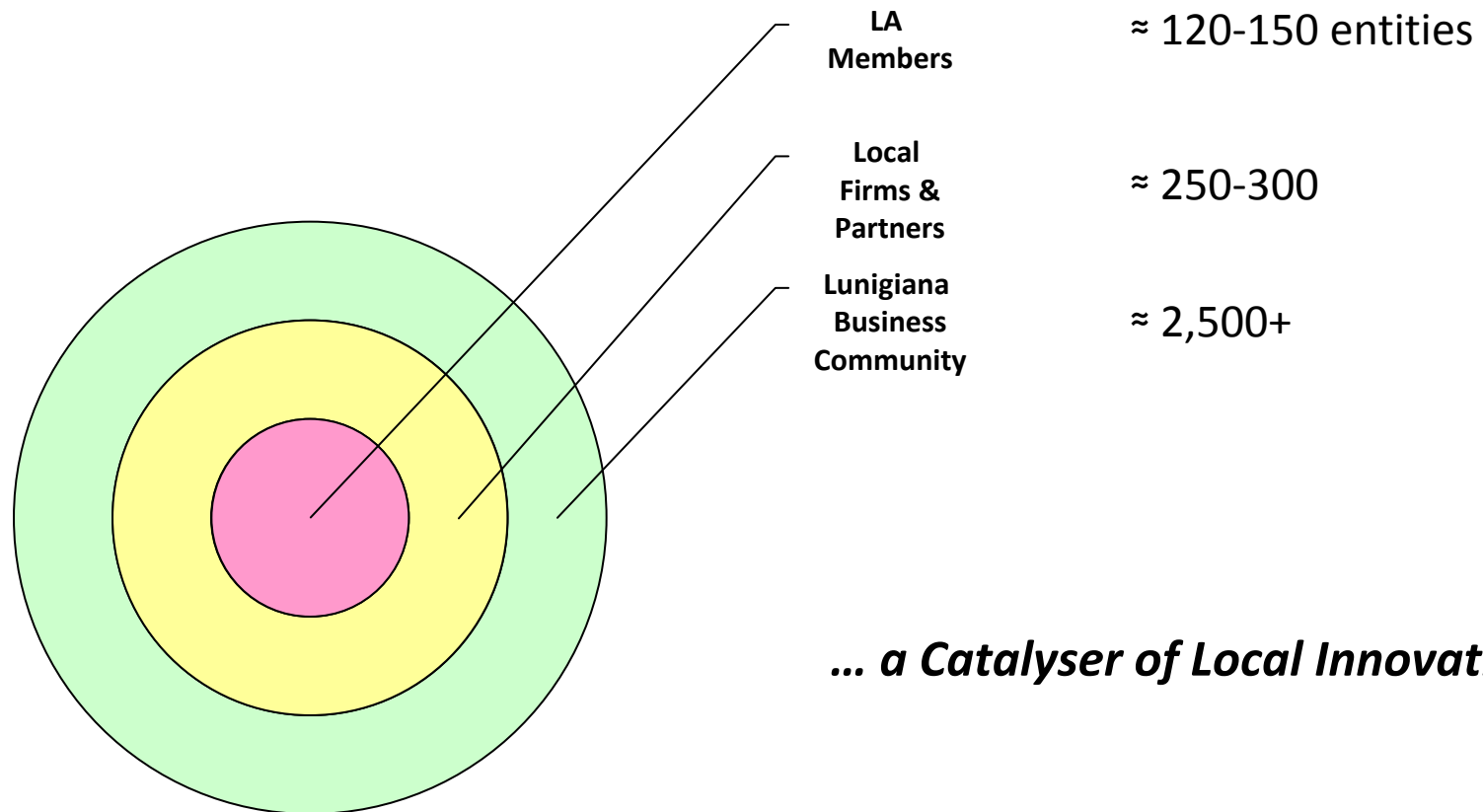
# Who (2)



# Who (3)

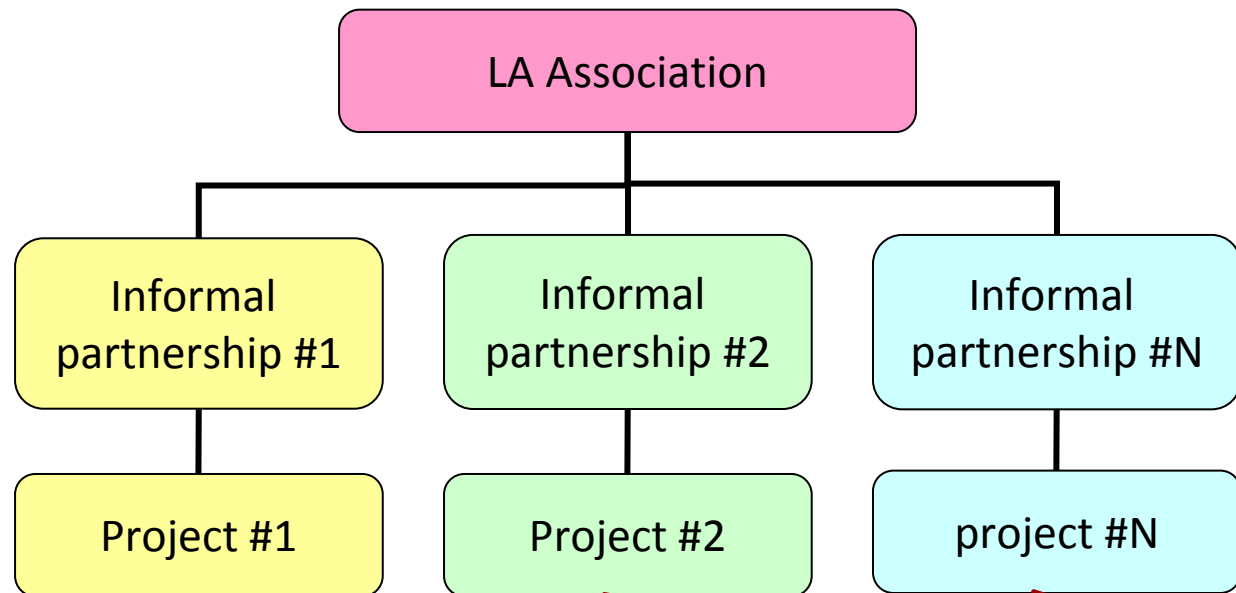


# How





# How (2)



Third Parties

# What

Establish a **distribution and marketing centre** for Lunigiana's agricultural and craft products, in cooperation with a local cooperative company based in the area.



Promote the **consumption of agricultural products in the same area of production** by means of: participation in local fairs, strategic alliances with the agritourism and Ho.Re.Ca. sectors, etc.



Favour an **increase in quantity and quality of local agricultural (and bio-) products** through finding new markets and opportunities for programming (e.g. school canteens, new Regional law on agritourism etc.)



Create a **virtual competence centre**, networking with European and international best practices in rural development and ICT innovation, providing valuable services to the whole Lunigiana.



# What (2)

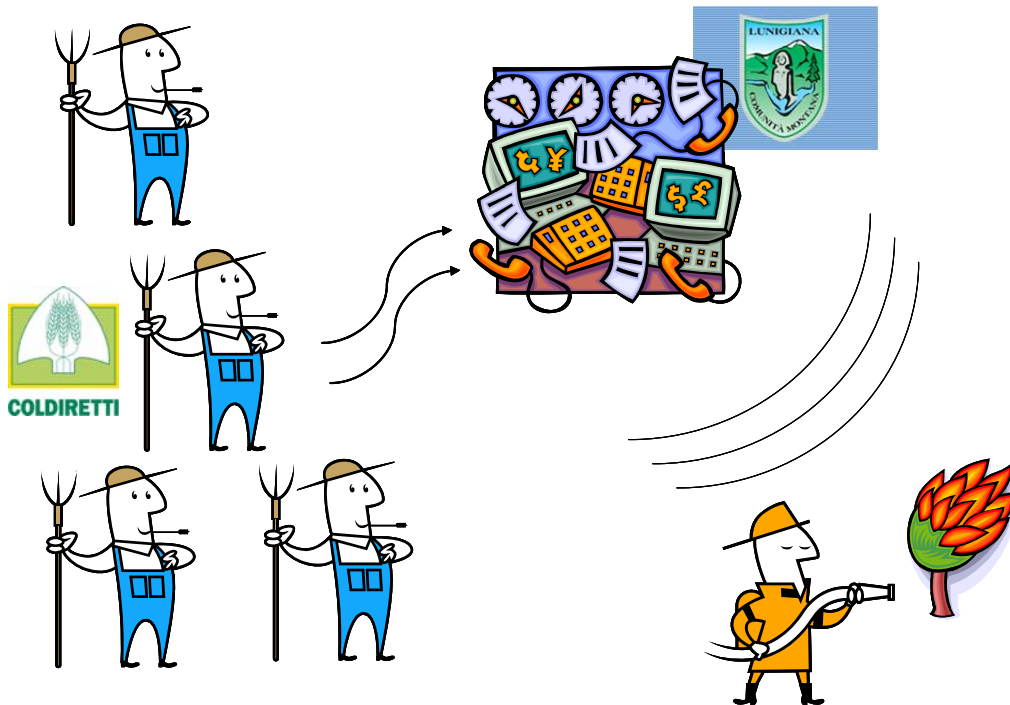




# What (3)



# What (4)



As a follow-up of a national project on fire prevention in the rural and mountain areas of Italy, we have established in 2007-2008 an **innovative pilot (FRAIL) - based on mobile technologies** - in the specific, real-life scenario of fire risk monitoring and control.

The pilot won recognition of FP6 **WearIT@Work IP** as a take-up action and its results were presented at the **mGov Conference 2009** in Barcelona.

**Involved partners:** Coldiretti, the Mountain Community and the Milan based ICT company **Activevalue s.r.l.**

# Next steps

- **Additional points** of distribution and sale in the area
- Promotion of the **“bio” label** of local products
- Regional level agreements for the supply of **“Km. 0” products** (also from other areas of Tuscany) to various prospective buyers
- **E-Commerce** for selected items in north European markets
- **“PortoQui”** = an in-port food supply service to yachters
- **“Hotel Lunigiana”** = an integrated supply of rooms from several agritourism farmhouses
- **International clustering and partnering** for additional business opportunities and/or RDI projects based on the Living Lab approach



# Lessons learnt

- **“Doing it” is possible**, particularly in small communities (word of mouth effects → trust and image building)
- Don't need much time to see the **first results**
- **Make it cheap**, keep overheads low
- Public funding is **key, but only** for the start-up phase
- **Reputation** is essential, and growing with your achievements
- You can't serve everyone at best, so **be ready to lose** some founding members on the way
- **Going international** helps you learn from someone else's mistakes & open up new windows of opportunity

# More info

- **Associazione Lunigiana Amica**
  - <http://www.lunigianaamica.it> (*in Italian, sorry*)
  - <http://www.openlivinglabs.eu/sites/enoll.org/files/lunigiana-amica.pdf>
- **FRAIL project**
  - <http://www.wearitatwork.com/take-up-projects/frail/>
- **Italian Network of Living Labs**
  - <http://www.inoll.it>
- **“PortoQui” project**
  - <http://progettokublai.ning.com/group/portoqui>
- **Francesco Molinari, [mail@francescomolinari.it](mailto:mail@francescomolinari.it)**

# Thanks for your kind attention



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