



**Patto Territoriale
per l'Occupazione
dell'Agro
Nocerino Sarnese**

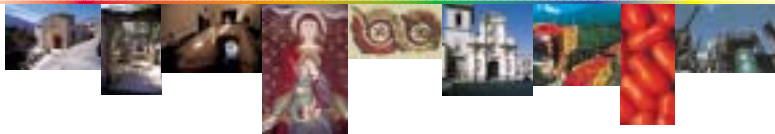


We create the enabling environment

Pact's identity card

A new approach to development

The Territorial Pacts for Employment are a concrete application of development strategies based on partnership. Partnership in this case means co-operation and collaboration between individuals and powers acting within the same geographical area, sharing the same objectives and being directly involved in the creation of a "sustainable development" situation in their own territory.

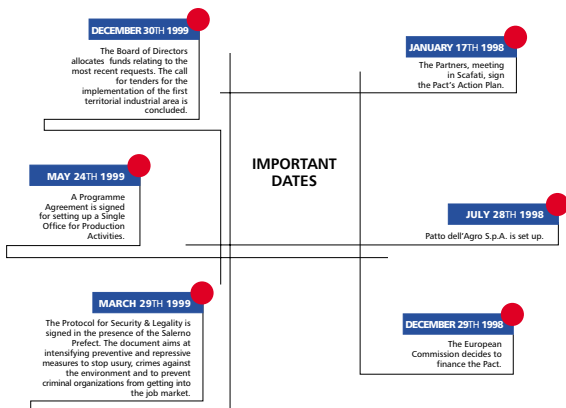


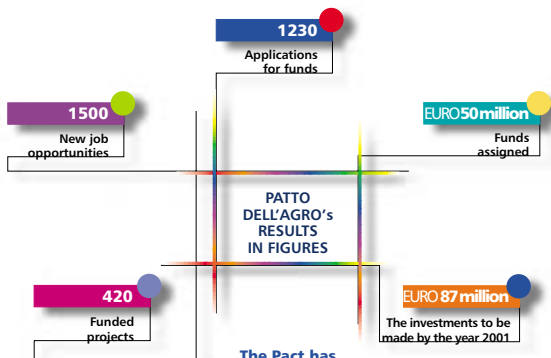
A Pact for Agro

The Agro Nocerino-Sarnese Territorial Employment Pacts – one of 89 Pacts for Employment supported by the European Union – aims at creating development & employment in the Agro Nocerino-Sarnese area by promoting participation and co-operation among the local authorities and economic & social leaders.

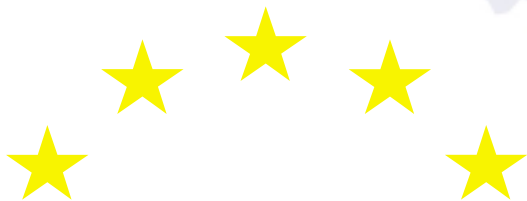
Patto dell'Agro Spa was set up on July 28th 1998 in order to manage the Territorial Employment Pacts in the Agro Nocerino Sarnese area. The company's tasks include the implementation of any activities necessary for the successful development of a process based on local needs, resources and potential by using regional, national and European funds.

The Agro Nocerino Sarnese area, which lies at the heart of the Pact for Employment, has an area of 170 sq. km and a population of around 262.000 inhabitants. It includes the following 12 municipalities in the Province of Salerno: Angri, Castel San Giorgio, Nocera Inferiore, Nocera Superiore, Pagani, Roccamerone, San Marzano sul Sarno, Sant'Egidio del Monte Albino, San Valentino Torio, Sarno, Scafati, Siano.





The Pact has supported entrepreneurial activities, new independent jobs and an improved standard of living by running projects and implementing brilliant ideas.



Thanks to the Pact you can now make investments in the Agro area

The main strengths

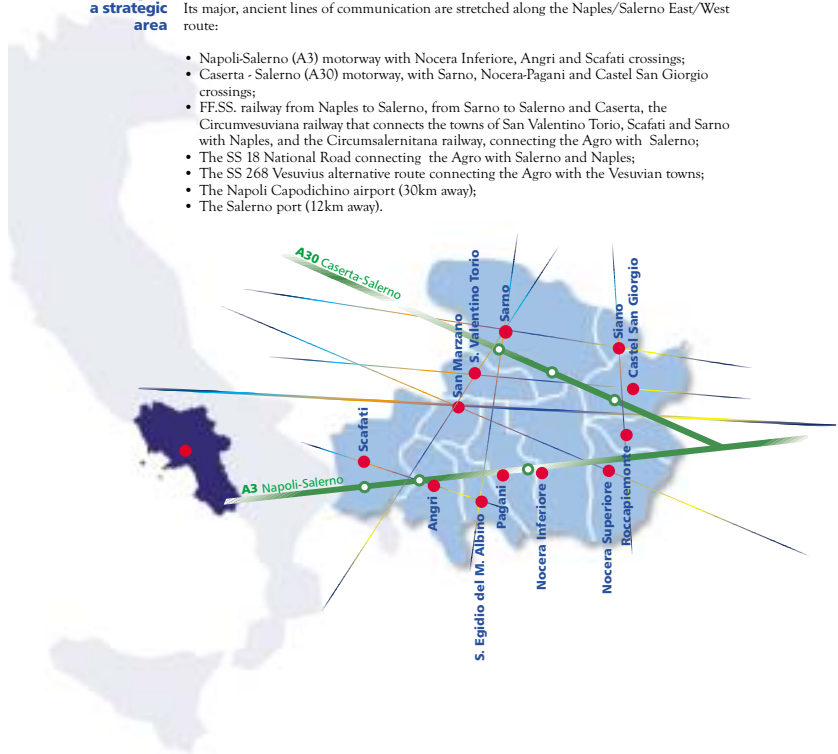
Investing in the Agro area is possible today thanks to the presence of 1. appropriate facilities
2. people who are prepared to welcome a new development course and 3. the area's strategic location, within easy reach of Salerno and Naples.

- **Opening up** of a Single Counter for Production Activities;
- **Implementation** of a well equipped Territorial industrial Area in Fosso Imperatore, 100m. from the Nocera - Pagani A30 motorway (Caserta - Salerno) crossing;
- **Highly qualified workforce** and/or graduates from secondary school;
- **An appropriate** communication network;
- **The Nola inter-port** is nearby (15km);
- **An agri-food area** with a great number of factories;
- **European Union**, national, regional and local incentives and funds;
- **Places** of touristic and archaeological interest such as the Amalfi Coast and Pompei are within easy reach.

The Agro: a strategic area

The Agro Nocera Sarnese area is situated halfway between Salerno and Naples. Its major, ancient lines of communication are stretched along the Naples/Salerno East/West route:

- Napoli-Salerno (A3) motorway with Nocera Inferiore, Angri and Scafati crossings;
- Caserta - Salerno (A30) motorway, with Sarno, Nocera-Pagani and Castel San Giorgio crossings;
- FF.SS. railway from Naples to Salerno, from Sarno to Salerno and Caserta, the Circumvesuviana railway that connects the towns of San Valentino Torio, Scafati and Sarno with Naples, and the Circumsalernitana railway, connecting the Agro with Salerno;
- The SS 18 National Road connecting the Agro with Salerno and Naples;
- The SS 268 Vesuvius alternative route connecting the Agro with the Vesuvian towns;
- The Napoli Capodichino airport (30km away);
- The Salerno port (12km away).



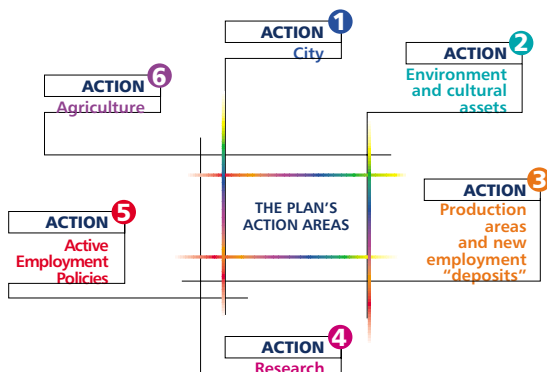


Action Plan

1998-2000 Programme for the Development of the Pact's area

The Action Plan is the general document that has guided the development drives in the area, as promoted by the company. It includes six action areas and highlights the actual measures to be taken and the financial backing required. The plan is characterised by its multi-dimensional approach based on integrated and innovative development strategies, which rely on the existing potential, intelligence and resources in a territory of old farming and industrial traditions.

The Plan was implemented by financing several projects, selected following the publication of 18 requests for fund allocation. In a two-year period its implementation has already promoted the setting up of 1.500 new job opportunities. This result exceeds the Plan's initial estimates (616 units) by 153%.

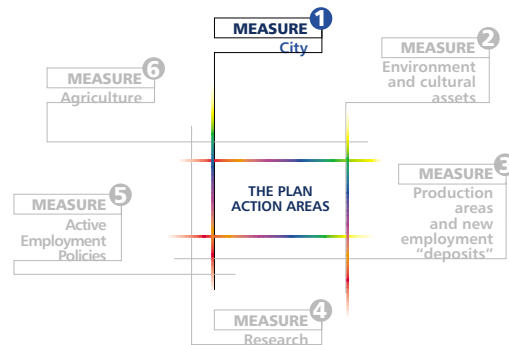


The Territorial Integrated Project

A development opportunity over the period 2000-2006

The Campania Region's decision to allocate 40% of the resources provided for by the Regional Operational Programme 2000-2006 to Territorial Integrated Projects, is a significant opportunity for the future development of the area. These projects will fund the most successful Pacts in order to maximize and amplify any effects and benefits.





City

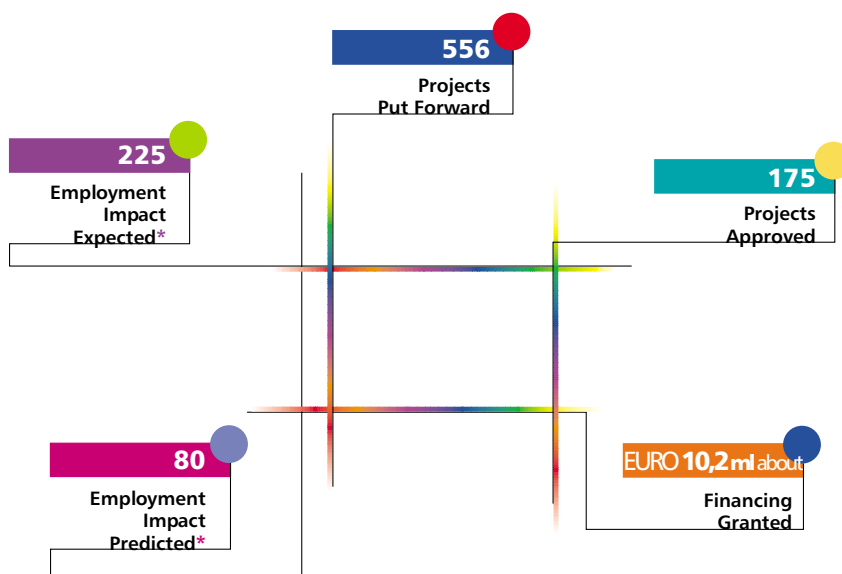
Actions taken in the Cities of the Agro are strategically important in the wider ranging projects for the redevelopment of the area. The creation of an urban environment that has a high standard of living constitutes an essential condition, without which it would be impossible to imagine any development and well being in the future.

Objectives

To revitalise the economic and social fabric of the historical centres of Agro Nocerino Sarnese, to eliminate the social problems arising from urban degradation, to rationalise unused urban areas, and to improve urban transportation systems.

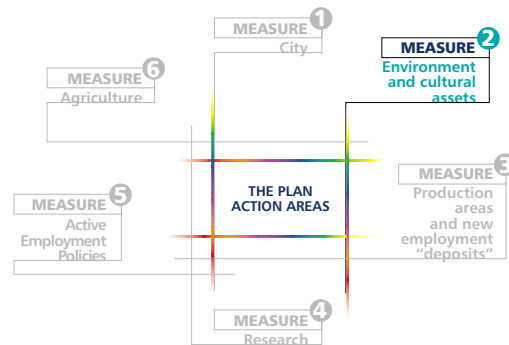
Financed Projects

- **14 projects of recuperation**, redevelopment and utilization of historical centres, with particular reference being made to pedestrian areas, with high quality urban fittings and artistic lighting;
- **1 common, multi-lingual signage system** for the Pact area indicating tourist and cultural routes;
- **143 "Honorary Loans"** granted to unemployed youths to set up a similar number of craftsmanship or commercial activities in the historical centres of the area covered by the Pact;
- **13 neighbourhood centres** offering common services to families and minors at risk. The management of these centres is to be entrusted to non-profit organisations;
- **3 feasibility studies** relating to the improvement of the standard of living, the rationalisation of goods transportation services, and the provision of cycle paths.



* The **predicted impact** on employment is an estimate which relates to the new employment rate as contained in the Pact's Action Plan.

* The **expected impact** on employment refers to the actual expectations of new jobs resulting from the projects put forward by the entrepreneurs.

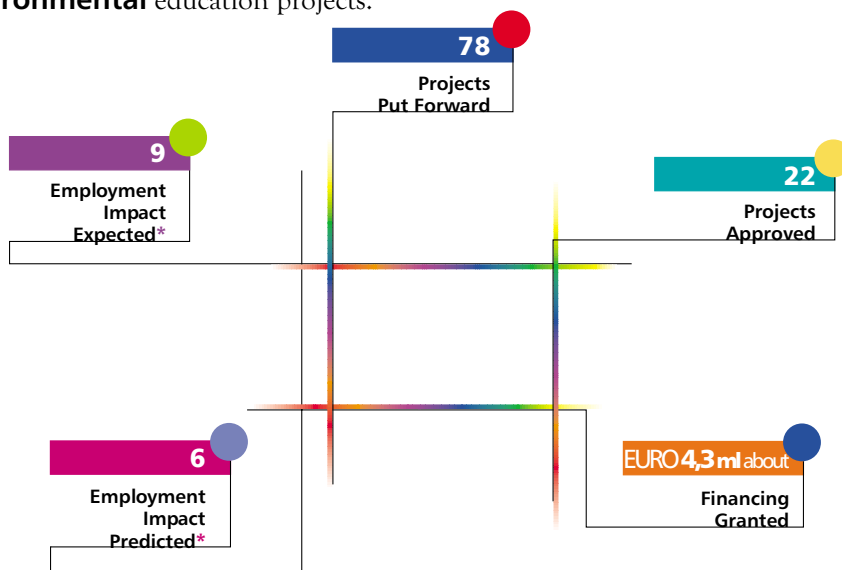


Environment and cultural assets

Patto dell'Agro Spa has directed its efforts at recuperating, protecting and utilising the environmental historical and cultural heritage of the Agro, so as to launch a radically new phase of planning and management of development based on the concept of "social and environmental sustainability".

To recuperate some of the cultural assets that are of particular interest in the Agro, to utilise green areas, and to increase awareness among the local population of environmental issues in an area that faces great hydro-geological risk.

- **11 operations recuperating** the Agro's environmental heritage, concentrating on redevelopment and/or development of villas, parks and green areas with playground equipment for children and special paths for the handicapped;
- **renovation** of the Park and of Fienga Castle. This medieval castle, situated on the Nocera Inferiore hill, is of great architectural interest and is to be used to house a numismatic museum, conference centre, and representative offices for Patto dell'Agro Spa, in the immediate future;
- **a documentation, monitoring and information centre** that will issue bulletins on progress being made in seeking to remove pollution from the Sarno River;
- **a documentation, monitoring and information centre** that will issue bulletins on the progress being made in works related to the investments and work resulting from the flood on 5th May 1998 which had a great impact on the towns of Sarno and Siano in the Pact's area;
- **3 projects for utilising**, promoting and recuperating the area's artistic and environmental heritage;
- **5 environmental** education projects.

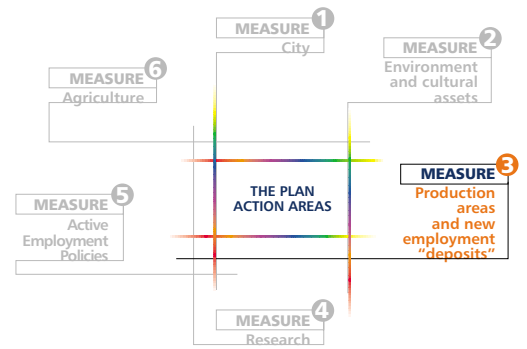


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Objectives

Financed Projects



Production areas and new employment "deposits"

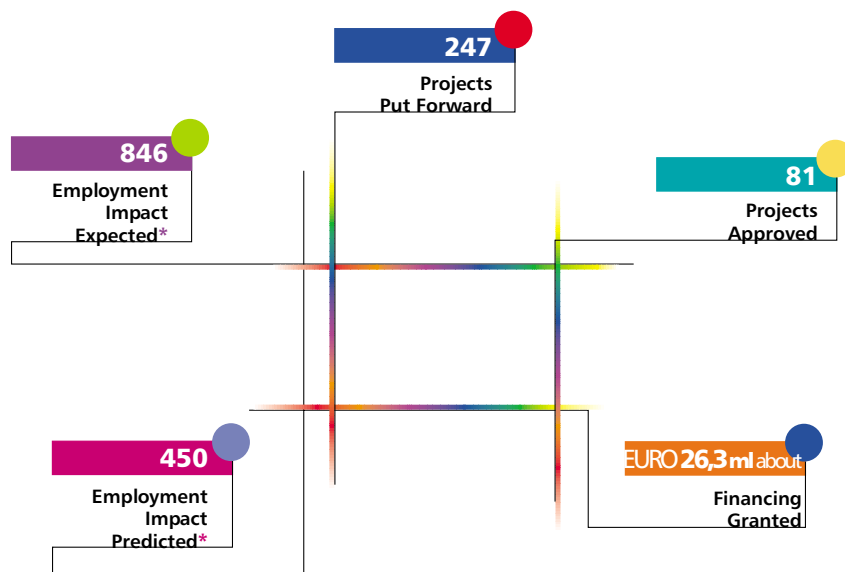
The guiding criteria that enjoys priority in the Pact's planning document is the re-ordering of the production sector, and the identification of areas to be set aside for small and medium-sized business in the Agro Nocerino Sarnese area. It also plans to create an integrated industrial district by financing the processes of entrepreneurial growth.

Objectives

To create an enabling environment for profit-oriented and non-profit companies, to provide areas and infrastructures for the setting up of production activities, to encourage the development of new entrepreneurial initiatives, to sustain investments in small and medium-sized businesses, with particular reference to the onlus and to social co-operatives.

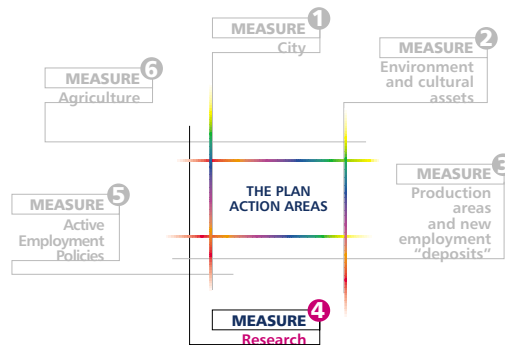
Financed Projects

- **72 projects** for the creation and/or expansion of industrial, craft and service companies;
- **9 projects** for the creation and/or expansion of the onlus and social co-operatives;
- **implementation** of district industrial sites in the "Fosso Imperatore" area.



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Research

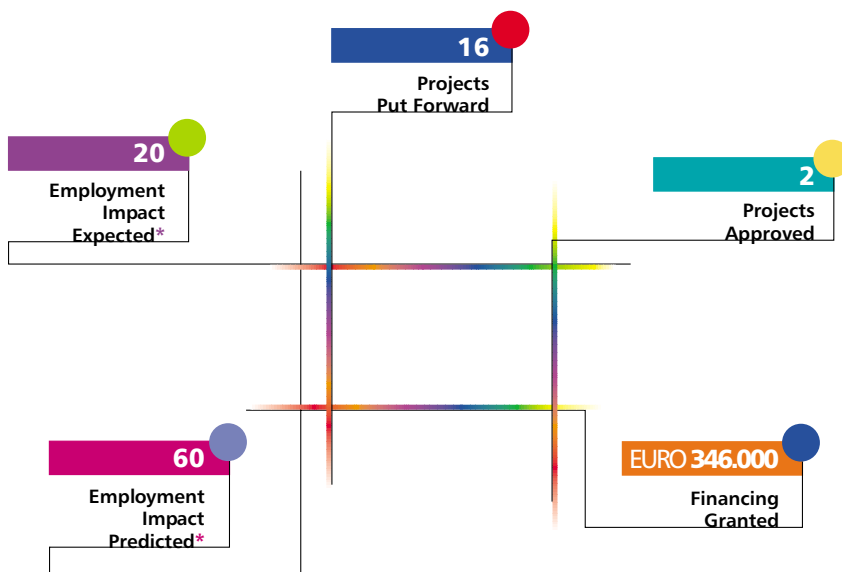
This course of action tends towards reinforcing the relationships and contacts between the world of scientific research and the world of the entrepreneur. It develops and improves the competitiveness of the existing agricultural/food line most of all by improving the capacity to attract added value to the region due to process, product and organisational innovation.

Objectives

To sensitise the local production sector to the ideas of technological innovation as a key factor in sustainable development. To stimulate the undertaking of innovative courses of action, by means of projects to be carried out in collaboration with research structures.

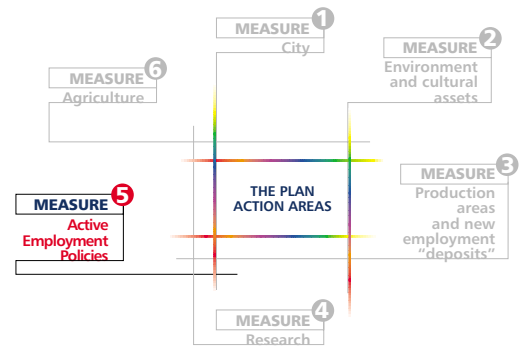
Financed Projects

- **2 projects for providing** research and innovation programmes. These are both technological and organisational, and involve both companies and research centres in the Pact's area;
- **the provision** of a sensitisation, information and support desk for technological innovation, environmentally sustainable and at the service of the local players, in collaboration with Salerno and A.I.C. Scientific and Technological Park.



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Active Employment Policies

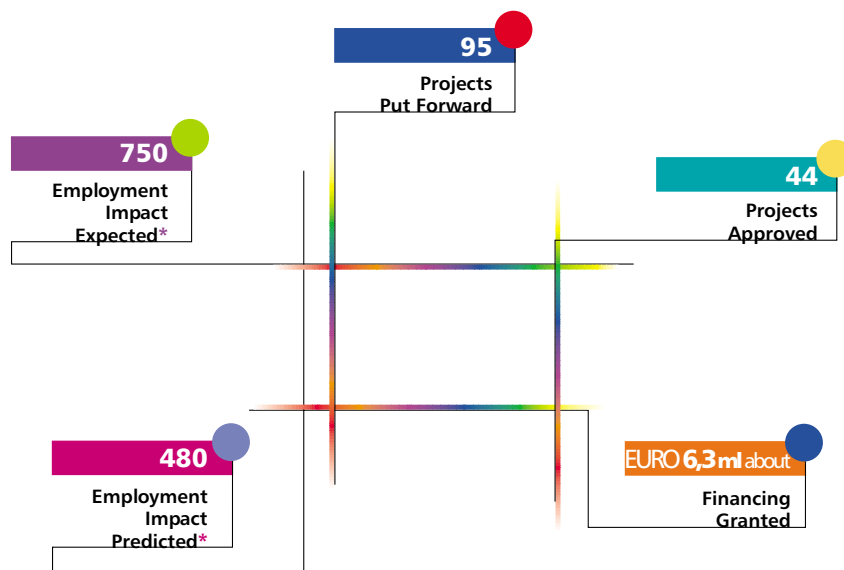
Patto dell'Agro Spa intends making use of professional training as a fundamental instrument for enriching the knowledge of the area both for the productive and the research sectors. It also intends to encourage a culture of professional specialisation as a basic requirement for overcoming unemployment.

Objectives

To train new professional figures in the environmental sector and in the sector relating to the transfer of technological knowledge, to encourage a company and management culture, to promote training of management and those working in non-profit organisations, and to support equal opportunity initiatives.

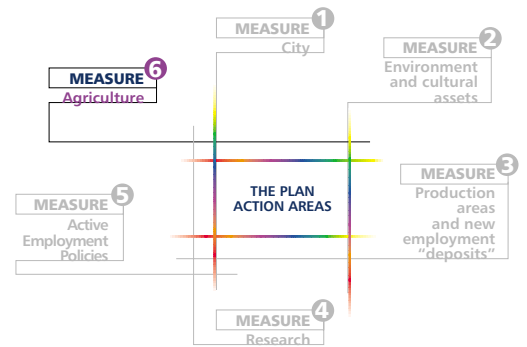
Financed Projects

- **44 professional training courses** for 1000 unemployed young people with diplomas and degrees, with “in company” courses and reported 75% placements;
- **1 integrated course** supporting the development of social entrepreneurial experience. This was conducted in collaboration with IG S.p.A. by means of combined actions of training and assistance in putting together a business plan for the initiatives promoted;
- **training and the analysis** of needs and methods adopted in the Zonal Plan for social-health services in the Agro;
- **selection of 45 tutors** for assistance and consultancy tasks in the start-up phases of projects financed within the ambit of “Honorary Loans” for the towns in the Agro.



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Agriculture

The Pact's Action Plan has identified the agricultural sector, and more generally the agricultural-industrial system, as one of the region's most significant resources. This is especially true taking the morphology, the history, and the socio-economic and productive realities of the entire area into account, which is characterised by the presence of an agricultural/food line bent that centres on the vegetable preserves industry.

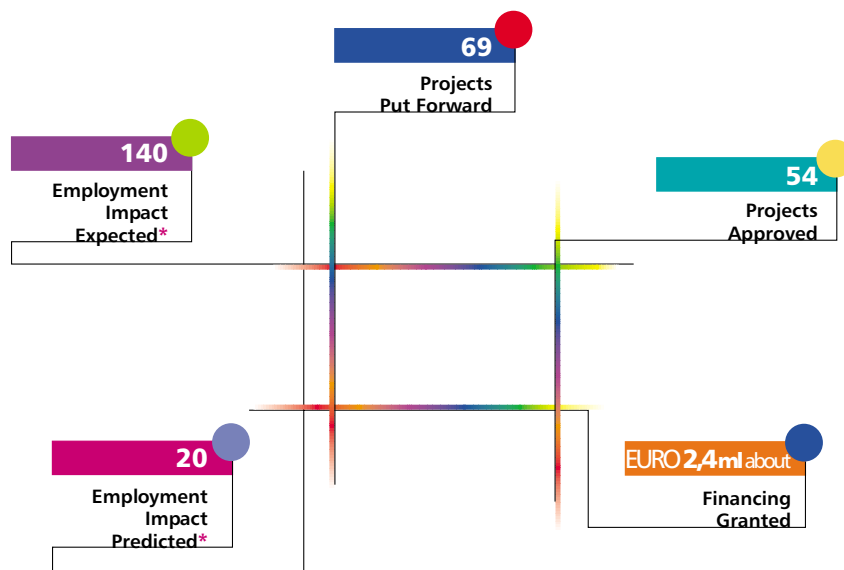
Objectives

To improve productivity and efficiency in agricultural undertakings, to promote the acquisition of innovative product and process technologies, the conversion of production, the improvement of the standard of living and working conditions for employees.

Financed Projects

- **2 initiatives for promoting** a line of products derived from the S. Marzano DOP tomato;
- **52 interventions** for bringing companies up to the required levels of hygiene/health, environmental, and safety standards.

Patto dell'Agro Spa's Board of Directors has also earmarked about 516.000 Euro for the San Marzano Consortium. This money is to be used exclusively for the setting up of activities that fall under the protection consortium in terms of the community directive controlling the institution of a DOP.



* 'jobs maintained'



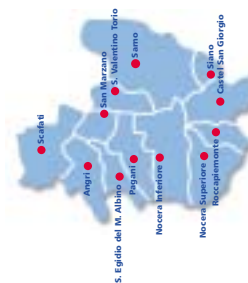
AgrOccupazione

Employment comes first

The AgrOccupazione private placement company, which will have the task of making the meeting of employment demand and supply easier, is being established. The Company aims at orientating young people towards the use of the national data bank, which has been recently introduced by the Ministry of Labour, when looking for employment.

AgrOccupazione will help to raise employment placement levels by relying on the employment demand (training) and supply (SME investments) support process, that the Pact is financing.

The company will be a reference for all the enterprises having access to the financing and for many young people looking for employment. It will make professional choices and the entry into the employment world easier, carrying out formative and orientating training.



Single office for the Production activities

A real step forward on the road to decentralization and administrative simplification

The opening of the Single Office for the Production Activities involved in the Agro Nocerino Sarnese Territorial Pact represents one of the most significant challenges for the creation of the enabling environment, aimed at the emergence and development of new enterprises.

The Single Office aims at streamlining authorization procedures for all the enterprises that will have to increase or start production activities from the beginning.

On the 24th of May 1999 the 12 Municipalities involved in the Agro Nocerino Sarnese Territorial Pact signed a Programme Agreement, with which they have decided to carry out the Single Office's tasks jointly, entrusting the subject already responsible for the Territorial Pact with its management: the Patto Territoriale dell'Agro SpA.

The Single Office's joint management will enable to profit to the maximum from evident synergies, arising from the vision and systematic management of the initiatives regarding the local production system. The Patto dell'Agro SpA is the proprietor of this system, due to its consolidated task of driving territory development.

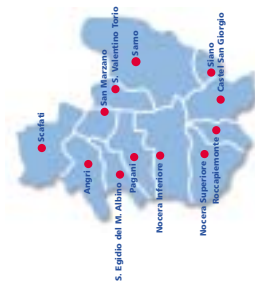
A new relationship between Administration and enterprises

The Single Office sees to receiving, assigning and examining requests for creating, expanding, ceasing, reactivating, locating and relocating production organizations.

This innovation changes the relationship between the business world and Public Administration deeply, seeing as the Single Office, which takes on the procedure responsibility, is above all able to guarantee short and certain time of conclusion to the applicant. In this way it solves the atavistic problem connected to fragmentary and sectional executions.

Furthermore, the Office carries out promotion, assistance and information activities, giving free access to information on the necessary executions, to the list of the requests for authorization submitted and to their procedural route, even by means of telecommunications. In this way the traditional distance from Public Administrations is avoided and the beginning of constant and friendly communication with Public Administrations becomes possible, thanks to the support given by technology.

So the Single Office becomes the privileged office, when it comes to getting to know, activating, monitoring and promoting - through targeted territorial marketing activities - the production initiatives that meet the Agro area's vocations and qualified labour the most, giving effect to an original meeting of supply and demand needs, as regards production consumption and human resources.



Social and social-health services area plan

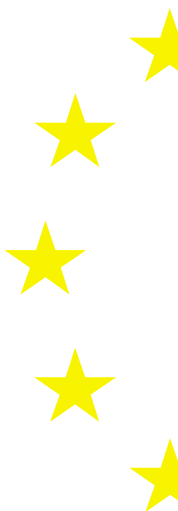
Social quality and development quality

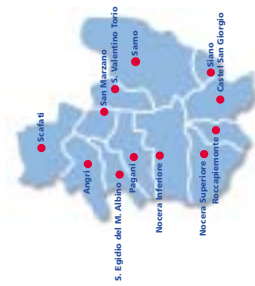
The "Social and social-health services area plan" is a territorial regulating plan for the joint and integrated management of services aimed at persons.

The Plan emerges, with the implementation of the statements contained in the Additional Social Protocol for the Pact's Action Plan, as a new and efficient outside local area planning instrument for carrying out all the activities aimed at promoting the territory's social dimension. The formulation of the Plan took about one year and has involved the collective work of public administrators, private social and voluntary social and health workers, in an unanimous effort aimed at analysing the territory, understanding the needs, organizing and planning, and identifying their general aims.

The actions that are being implemented

- **Establishment** of a Plan Office
- **Creation of a unitary informative system** for social and social-health services aimed at obtaining constant monitoring of requests and offers and adequate information-sharing
- **Training and retraining** for social workers involved in carrying out the plan
- **Integrated home assistance** for the elderly





Agro Invest

A company aimed at sustainable development

The company for urban transformation, Agro Invest, whose capital is mainly public, emerged on the 21st of October 1999 with the Patto dell'Agro SpA Board of Directors' proposal, in order to carry out urban refurbishment activities, to improve abandoned areas and to provide the territory of the industrial area, located in the Fosso Imperatore area, with infrastructures. The Agro Invest's task is to help improve general "urban quality" within its territorial environment. This environment is made up by the eight Municipalities belonging to the Agro Nocerino-Sarnese area, that have promoted the company. Agro Invest carries out its activities, affecting various sectors and elements belonging to the economic and social world. Thanks to Agro Invest, public administrations, proprietors and private enterprises will be able to reduce and in some cases improve widespread problems such as the dereliction of old city centres and the lack of green areas and of social facilities.

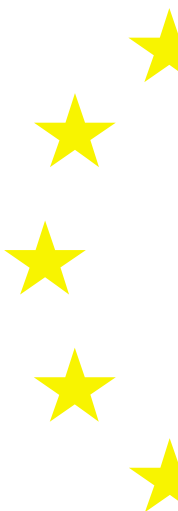
An equipped area for the Agro Nocerino Sarnese locality

The implementation of an industrial area aimed at developing production activities and at enhancing employment, has been the Agro Territorial Pact's prior strategic aim from the start. This area is located in the Fosso Imperatore locality and occupies a central position as regards both the Agro territory and communication lines. It is already provided with infrastructures and networks and it guarantees excellent industrial traffic accessibility, thanks to the Nocera - Pagani junction on the Caserta - Salerno motorway (A30).

This area will guarantee the availability of functions and services, that implement a high level of efficiency and of life, at low costs, to enterprises. Therefore it represents the first example of organic industrial centre within the territory.

Another industrial area, the second one, will be implemented in the Taurana locality, bordering the Municipalities of Sant'Egidio Montalbino, Antri, San Marzano and Pagani, and will be located near one of the purifiers belonging to the Sarno river's new decontamination system. This area may enable the establishment of an agri-food centre and provide for the dislocation of some of the enterprises already existing.

The third industrial area will be implemented in the "Starza" locality.





The Company's Partners

In addition to the twelve Municipalities of the Sarno river plain, the company's partners also include the Salerno Province Administration –for institutional co-ordination tasks – category associations, credit institutions, unions and several non-profit bodies, for a total 76 share holders and a capital of 1,2 million euro.

1st CATEGORY

THE SALERNO PROVINCE ADMINISTRATION 089.614111
THE SALERNO CHAMBER OF COMMERCE, INDUSTRY,
CRAFTSMANSHIP AND AGRICULTURE 089.330239
SAN MARZANO SUL SARNO MUNICIPALITY 081.5188111
ROCCAPIEMONTE MUNICIPALITY 081.936311
SCAFATI MUNICIPALITY 081.8571111
SANT' EGIDIO DEL MONTE ALBINO MUNICIPALITY
081.915655
NOCERA INFERIORE MUNICIPALITY 081.8005111
CASTEL SAN GIORGIO MUNICIPALITY 081.5162100
SAN VALENTINO TORIO MUNICIPALITY 081.5187811
ANGRI MUNICIPALITY 081.5168111
PAGANI MUNICIPALITY 081.8009111
NOCERA SUPERIORE MUNICIPALITY 081.931676
SARNO MUNICIPALITY 081.8007111
SIANO MUNICIPALITY 081.5183811
BODY FOR AGRICULTURAL DEVELOPMENT IN THE
CAMPANIA REGION 081.5693290
ITALIALAVORO 06.57012434
CONSORZIO ORTOFRUTTICOLO DELL'AGRO S.C.a.R.L.
081.5152580
I.P.A.B. CARMINIELLO AD ARCO 081.8009221

2nd CATEGORY

CONFARTIGIANATO SALERNO (Salerno Confederation of
Artisans) 089.792134
ARTIGIANFIDI S.C.a.R.L. 089.792134
ASS. DEGLI INDUSTRIALI DELLA PROVINCIA DI SALERNO
(Association of Businessmen from the Province of Salerno)
089.200811
CITHEF S.C.a.R.L. 081.5255115
LEGA REGIONALE DELLE COOPERATIVE E MUTUE DELLA
CAMPANIA (Regional Association of Campania
Cooperatives) 081.7877063
ASS. PICCOLE E MEDIE IMPRESE DELLA PROVINCIA DI
SALERNO (Association of Smes in the Province of Salerno)
089.481112
ASS. IMPRESE ORTOFRUTTICOLE (Association of Fruit &
Vegetables Companies) 081.948811
ASS. NAZIONALE INDUSTRIALI CONSERVE ALIMENTARI
VEGETALI (National Association of Canned Vegetables
Manufacturers) 081.7347020
BANCA DI CREDITO COOPERATIVO DI CAVA DE' TIRRENI
089.468551
ITALPATATE (National Association of Potato Growers)
06.3211757
BANCO DI NAPOLI S.p.A. 081.5154011
BANCA DI CREDITO COOPERATIVO DI SCAFATI E CETARA
081.8570111
ASS. IMPRESE QUARANTAQUATTRO 06.4826444
ASS. COSTRUTTORI EDILI DELLA PROVINCIA DI SALERNO
(Association of Builders in the Province of Salerno)
089.253738
BANCA MONTE DEI PASCHI DI SIENA 089.612466
CONFESERCENTI PROV.LE 081.5175929
C.N.A. PROVINCIALE 089.405120
P.S.T. DI SALERNO E DELLE AREE INTERNE DELLA CAMPANIA
S.C.p.A. (Scientific and Technological Park of Salerno and
Campania Internal Areas) 089.256611

CONSORZIO FIDI SALERNO 089.2582260
BANCA DI ROMA 089.486111
CONSORZIO PER LO SVILUPPO DI NUOVE PROFESSIONI
081.5511293
BANCA CARIME S.p.A. 089.618321

3rd CATEGORY

ORDINE DEI DOTTORI COMMERCIALISTI DEL TRIBUNALE
DI NOCERA INFERIORE (Association of Business Experts
at the Court of Nocera Inferiore) 081.5175522
UNIONE GIOVANI DOTTORI COMMERCIALISTI DI NOCERA
INFERIORE (Association of Young Business Experts from
Nocera Inferiore) 081.926276
CARITAS DIOCESANA Diocesi Nocera Sarno 081.939921
CONSORZIO PROG.E.T 081.8562450
CENTRO CULTURALE ARCHE' 081.939921
DIOCESI NOCERA-SARNO 081.5176763
COOPERATIVA SOCIALE IL CANGURO 081.8505740
A.V.U.L.S.S. 081.966373
LA SPIGA CENTRO AMICO 081.945942
PROGETTO ARCADIA LEGAMBIENTE SCAFATI 081.8502537
ASS. ITALO EXTRA-COMUNITARIA DI SOLIDARIETA' LA
QUERCIA 081.5284566
ASS. REGIONALE LEGAMBIENTE DELLA CAMPANIA
081.261890
FONDAZIONE ANTONIO GENOVESI 089.761166
LEGAMBIENTE CIRCOLO DI CASTEL S. GIORGIO 081.951379
CIRCOLO ARCI ANTONELLO SIMEON DI NOCERA INFERIORE
081.5157322
CIRCOLO ARCI APRITI SESAMO DI SARNO 081.967480
ASS. VOLONTARI OSPEDALIERI (Association of Hospital
Volunteers) 081.5176950
ASS. PER LA RICERCA SULLE TECNOLOGIE
DELL'INFORMAZIONE (Association for Information
Technology Research) 0823.353525
ASS. CULTURA E FORMAZIONE 081.8502206
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