



**INDEPENDENT EVALUATION SERVICE OF THE REGIONAL RURAL
DEVELOPMENT PROGRAMME FOR THE PERIOD 2014-2022 OF THE
LIGURIA REGION**

CIG: 7070449F14

**Summary of the
Final Catalogue of Good Practices**

Rome, April 2023

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Document authored by:

Virgil Buscemi

Paola Paris

Francesco Luci

Nicoletta Ricciardulli

Roberto Avetrani

Leonardo Ambrosi

Fabrizio Tenna

Silvia De Matthaeis

LIST OF ACRONYMS

MA: Managing Authority

PPA: Partnerships Agreement

AGEA: Agency for payments in agriculture

AT: Technical Assistance

BP: Good Practice

CCIAA: Chamber of Commerce, Industry, Crafts and Agriculture

CdV: Conditions of Validity

CREA: Council for Agricultural Research and Analysis of Agricultural Economics

DGR: Deliberation of the Regional Council

EAFRD: European Agricultural Fund for Rural Development

FA: Focus Area

LAG: Local Action Group

GO: Operating Groups

ISPRA: Institute for Environmental Protection and Research

ISTAT: National Institute of Statistics

JRC: Joint Research Centre

LEADER: Liaison Entre Actions de Développement de l'Économie Rurale

OT: Thematic objectives

OTE: Technical Economic Orientation

CAP: Common Agricultural Policy

PF: Performance Framework

RDP: Rural Development Programme

CMEF: Common Monitoring and Evaluation Framework

QV: Evaluation question

AAR: Annual Implementation Report

RoW: Measure Manager

LR: Liguria Region

RICA: Agricultural Accountancy Information Network

SWOT: Strengths, Weaknesses, Opportunities, Threats

ESU: Unit of Economic Size

EU: European Union

AWU: Annual Work Unit

UAA: Utilised Agricultural Area

AV: Added Value

IV: Independent Evaluator

SPA: Special Protection Areas

ZVN: Nitrate Vulnerable Zones

Introduction

The identification and analysis of “Best Practices” (BP), represents a widely used tool in public policy planning and evaluation processes, especially when they aim to foster innovative and strategically oriented intervention, design and implementation methods, or in any case actions able to improve the effectiveness of the public support, in response to emerging needs and problems.

In fact, the identification and description of BP are activities supporting the definition of “evidence-based policies”, having as their object-tangible and directly verifiable-representative and rather emblematic experiences of the levels of innovation, quality and coherence achieved by the Programme.

In compliance with the specifications of the Terms of Reference, the Independent Evaluator developed, as part of and in support of the Programme Evaluation process, a specific survey profile aimed at identifying, analysing and disseminating interventions possessing requirements consistent with a shared definition of BP.

This report illustrates the objectives of the specific project, the method used in it, and the results obtained to date, represented by the identification, description and selection of good practices selected on the basis of the Programme's implementation progress, the progressive completion of the interventions and the evaluability of the individual elements. Therefore, at the end of the Programme, the objective achieved was that of creating a real “Catalogue” with the following twofold function: on the one hand, to improve and render more effective the description and communication of the Programme's results, on the other hand, to favour occasions of reflection and in-depth study on the positive experiences, from which to draw elements of knowledge that can be used in the formulation of the next programming cycle.

In other words, through the analysis of the “Best Practices”, the evaluation process is able to develop elements with which to contribute both to the “reporting” of the programme action and to its future improvement on the basis of the lessons learnt from the experience.

The multiplicity and diversity of areas of investigation has to some extent conditioned the **structure** of this report, which is divided into three parts:

- ▶ Chapter 1 explains the meaning attributed to “Best Practices” (BP), the characterising elements or requirements, and the criteria and methods followed for their identification and analysis;
- ▶ Chapter 2 brings together the 21 BPs analysis sheets elaborated, with a homogeneous structure in order to facilitate comparisons and aggregations;
- ▶ Finally, Chapter 3 proposes a concise overall analysis of BPs, aimed at highlighting their distribution by territory, type of intervention, financial dimension, RDP instruments used and level of “fulfilment” of the criteria followed for their identification.

1 Good Practices: definition, selection criteria and work path carried out for the identification and analysis

In this report, a "Best Practice" (BP) is defined as an operation (also referred to as an "intervention") of the RDP, single or collective, carried out by a public or private beneficiary, which is a model of intervention considered positive according to pre-defined criteria and therefore worthy of analysis and dissemination.

Operations or interventions are defined as "Best Practice" if they meet one or more of the following criteria:

<i>Sustainability</i>		The intervention shows the ability to produce sustainable benefits, even beyond its duration, without reducing or making the environmental, social and economic "capital" used no longer available. It is referred to economic, financial, social and environmental sustainability.
<i>Innovation</i>		The intervention allowed the testing of innovative processes, methods, products, with respect to established practices in the target territory, in the company or in the sector in which it operates.
<i>Effectiveness</i>		The implementation of the intervention and its effects are adequate and consistent with the expected procedural and implementation periods and with the objectives of both the Measure / Sub-measure of the RDP and of the beneficiary. It is referred to implementation efficiency, with respect to the time of realization and completion of the intervention and effectiveness in relation to the expected economic, employment, environmental and other kind of results.
<i>Relevance and reproducibility</i>		The two requirements are linked together and therefore treated together. The intervention is <u>Relevant</u> if it creates a feasible development model, capable of giving an effective response to widespread needs in the context (business, sectoral, territorial) in which it is applied. This requirement often makes it more easily <u>Replicable</u> in other similar business or territories, a characteristic that can still be possessed by the intervention even in case of low relevance.

Integration and cooperation

The intervention is a positive example of integration between various public support instruments: between the operations of the RDP and, possibly, between these latter and the instruments of other Programmes. The intervention has enhanced collaborations, exchanges and the creation of real "networks" between the beneficiary and other subjects (other companies, other players in the supply chain, institutions, research centres, etc.).

It is noted that for the identification of BMPs and, above all, their utilisation in the improvement of EU programming, the coexistence of the "intrinsic" characteristics of the intervention (e.g. sustainability, innovation, effectiveness, etc.) with the requirements deriving from its application to the reference context, expressed in the criteria of relevance and reproducibility, is necessary.

A very effective and/or very innovative project, capable of meeting the objectives set by the beneficiary and the funding conditions, is not necessarily a "Best Practice" (in the meaning used here) if it does not also present adequate levels of relevance and reproducibility, capable of making it a model that can also be applied by other subjects or territories, and for this reason maintained or newly introduced in the "mainstreaming" of present or future policies.

In such an approach and with such requirements, the BPs thus becomes an empirical basis on which to anchor the processes of evaluating and valorising past experiences in the search for solutions and ideas useful for the new programming and subsequent implementation phases, such as the current ones concerning the 2023-2027 EAFRD programming period.

Ultimately, BPs are such if they contribute not only to identifying increasingly effective and innovative projects, but also to integrating and offering insights for reform and new policy development, based on experience.

The **work process carried out for the identification and analysis of BPs** consisted of the following **main steps**:

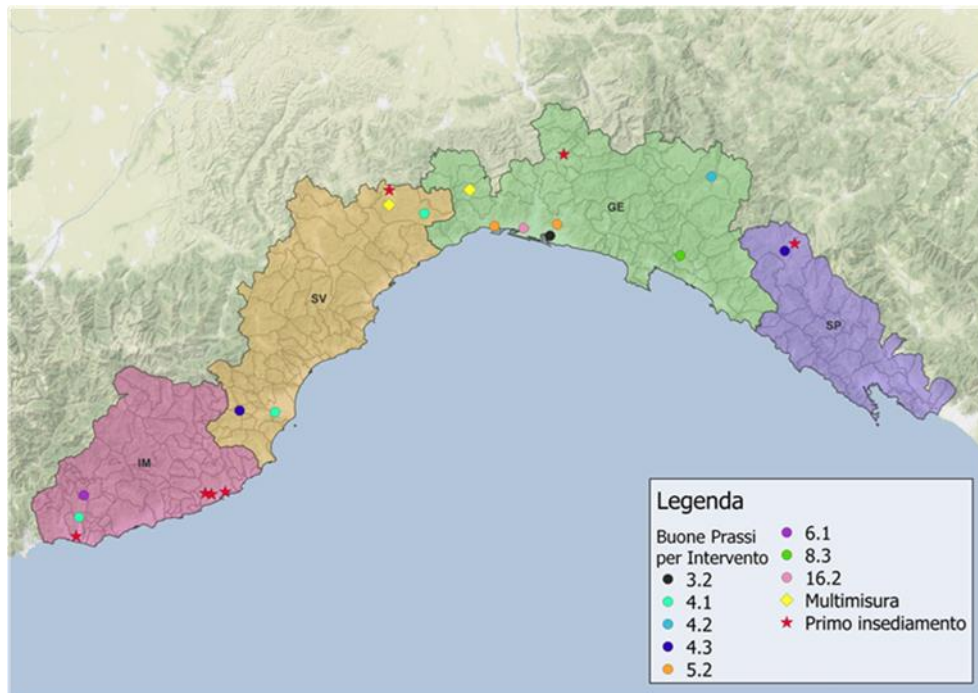
- 1) **comparison and sharing, between the Evaluation team and the regional offices** involved, in various capacities, in the planning and implementation of rural development policies, on the main *criteria on the basis of which to select the RDP's BPs and on the "population" of interventions to which to apply this selection*;
- 2) **Identification and sharing of the Group of potential Good Practices** through the application of the above-mentioned Selection Criteria. This activity has been carried out mainly by the MA and the Regional Structures involved in various capacities and with different competences in the implementation of the RDP, while maintaining constant contact with the Independent Evaluator;
- 3) **analysis of the potential BP proposals**, carried out by the Evaluation team with the support provided by the Regional Structures and the collaboration of the beneficiaries of the interventions themselves. For this activity, two sources were used as the main bases for information and judgement:
 1. the **technical-administrative documentation**;
 2. the results of **interviews with the Beneficiaries and promoters of the actions**.
- 4) Based on the results of the previous analyses, the process was concluded with the description of the 21 RDP Best Practices within homogeneous monographic sheets reported in Chapter 3 below.

2 Analytical schedules of selected Good Practices

As mentioned in the introduction, this chapter proposes the “monograph sheets” of the 21 selected Good practices.

The following figure shows the overall distribution over the Ligurian territory of the 21 BPs covered by this Catalogue.

Figure 1 - Distribution of the Good Practices of the RDP 2014-2022 Liguria Region



2.1 Agricultural brewery in the Ligurian mountains

GENERAL INFORMATION



<i>Localisation</i>	Locality Badani, Sassello (SV).
<i>Map</i>	
<i>Beneficiary</i>	Altavia Brewery.
<i>Purpose of the intervention</i>	Establish and develop a business capable of producing and selling craft beer using agricultural materials obtained on the farm (farm brewery). Business investments for the cultivation of barley and hops and for brewing, including the stages of maltification, re-fermentation, maturation and bottling, as well as premises equipped for the presentation and tasting of beers.
<i>Interventions implemented with RDP support</i>	SM 4.1 Support for investments in agricultural holdings, SM 4.2 Support for investments in the processing, marketing and development of agricultural products, SM 6.1 Business start-up aid for young farmers and SM 6.4

	Investment in the creation and development of non-agricultural activities (multimeasure)
Keywords	Beer - processing of agricultural products - direct sales.
Financial Resources	Total investment: € 264.167,00 (excluding VAT). Co-financing: € 117.922,00 (45% of the total investment). Young farmer setting-up premium: € 32,000.
DESCRIPTION OF THE INTERVENTION	
<p>The project is implemented in a mountain area in the province of Savona, with a high naturalistic and landscape value (Beigua Regional Natural Park) and characterised by the presence of numerous typical agri-food products. This potential of the territory and its tourist attractiveness - also favoured by its proximity to the Ligurian Riviera - encourage the development of entrepreneurial initiatives, such as the one in question, centred on the recovery, processing and direct sale of local products on the farm. This contrasts with the persistent trends of depopulation and reduction of agricultural activities that burden the region's rural areas.</p> <p>In this context, the 2014-2022 RDP identifies as a priority need support for investments aimed at increasing the competitiveness of enterprises. Taking into account their structural and dimensional limitations, the intervention strategy is based on improving environmental performance, production quality and product innovation to conquer new markets. To this end, the RDP deploys an articulated typology of support tools aimed at favouring generational change (Sub-measure 6.1), the modernisation and development of the different phases of the agricultural supply chain (Sub-measures 4.1 and 4.2), and the diversification of farm activities (Sub-measure 6.4). The case under examination is a positive example of the application of the development strategy for rural areas adopted by with the RDP and of the integration of its aforementioned instruments in support of the project idea developed by the Beneficiary to "grow beer".</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
Sustainability	<p>The investments made by the company "Altavia" with the contribution of the RDP have shown a good level of economic and financial sustainability: the profitability of the company is such as to quickly repay the investment cost and be able to stabilize over time the labor employed. These results, estimated already ex-ante during the preliminary assessment of the request for support, seem to have been achieved in the post-investment situation.</p> <p>The environmental sustainability of the company created and the activities that it has initiated is showed by some main elements: being a feasible example of a new production activity, in contrast to the recognized phenomena of depopulation and abandonment of rural areas and loss of "active management" of the territory performed by farmers. At the same time, the company and the sale of its products contribute to increasing knowledge of the Beigua area and encourage visits by tourists from urban centers and the nearby Riviera.</p>
Innovation	<p>The brewery uses recently acquired and therefore technologically advanced systems and equipment. The main elements of innovation are, however, identifiable in the agricultural phase, in particular in the recovery and enhancement of some varieties of barley (beer couplet) suitable for the</p>

	production of malt for brewing and which require also adequate agronomic management of the crop, especially in fertilization.
Effectiveness	<p>Despite the initial delays in the submission and assessment phase of the applications for support, the realization of the investments, starting from their approval, has generally respected the chronogram defined in the Business Development Plan. The economic results achieved after about two years from the start of production activities, are in line with the forecasts, both in terms of production capacity and, above all, of creation of a wider network of customers (specialized premises and direct consumers) and price checked. In 2019, a turnover of approximately 250,000 euros was achieved, with annual increases of 30% from the initial one. The good ability to maintain sufficient levels of turnover should also be highlighted, even in the current emergency situation for COVID - 19, thanks to the production and organizational flexibility, the characteristics of the marketing channels and the links established with customers/consumers.</p> <p>The employment results achieved are also significant: 3 full-time employees and 1 part-time employees, with the prospect of hiring a new full-time employee shortly.</p>
Relevance and reproducibility	<p>The intervention is relevant for the territorial context in which it is carried out, the District of Beigua, as a concrete example of a business development model - based on the integration, in the company, of the cultivation, transformation and marketing phases – able to respond to present needs. This makes this model potentially "replicable" in the area or in regional territorial contexts similar in terms of problems and potential (like the other "rural areas").</p> <p>As highlighted by the young entrepreneur, the essential condition for the success of similar initiatives is the preliminary development of a clear and realistic business project that defines the type of product you want (and can) make and to whom and how to propose it. Ultimately, the search for an adequate balance between personal expectations and awareness of the constraints and potential of the territory in which the company is born and to which maintain a close relationship and acquire competitive factors.</p>
Integration and cooperation	<p>The intervention is a positive example of integration between the various public support tools, and not only, in favor of the development of new entrepreneurship in mountain areas. The elaboration of a feasible business project starting from the initial idea was facilitated by the participation in 2014 in the Campus of the ReStartApp business incubator of the Garrone Foundation of Genoa. The subsequent participation in the RDP, by combining and integrating among them multiple support tools (Sub-measures 4.1, 4.2, 6.1, 6.4), has therefore allowed the realization of the project, through the investments necessary for the concrete start of production activities.</p>

2.2 Innovations in a dairy

GENERAL INFORMATION



<i>Localisation</i>	Rezzoaglio (GE).
<i>Map</i>	
<i>Beneficiary</i>	Caseificio Val d'Aveto Srl Legal representative: Pastorini Graziella.
<i>Purpose of the intervention</i>	Expanding and diversifying the production capacity of the existing dairy.
<i>Interventions implemented with RDP support</i>	SM 4.2. Support for investments in the processing, marketing and development of agricultural products.
<i>Keywords</i>	Agricultural product processing - dairy - innovation.

<i>Financial Resources</i>	<p>Total investment: € 1.084.155,00 (excluding VAT).</p> <p>Co-financing: € 433.661,00 (40% of the total investment).</p>
DESCRIPTION OF THE INTERVENTION	
<p>The territorial context in which the company operates is the Ligurian hinterland, just a few kilometres from the coast and Genoa, so much so that the municipality of Rezzoaglio and others in the area are an integral part of the territory of the metropolitan city. Part of the territory is covered by the Aveto Regional Natural Park, a protected area that extends over the Ligurian Apennines for a total surface area of 3.018 hectares. Its territory is traversed by a section of the Alta Via dei Monti Liguri, the most significant hiking route in Liguria's hinterland.</p> <p>The Val d'Aveto, a link between Chiavari and Rapallo on the Ligurian coast and Piacenza in the Po valley through the Val Trebbia, once important and prosperous, has been characterised since the 1950s by depopulation, an ageing population, the abandonment of agricultural activities and the shrinkage of cultivated areas. Today, economic activities depend on the exploitation of forests by a residual agricultural activity, with small industrial settlements. In summer, on the other hand, tourist activity is lively, but is of little economic significance. These negative trends have long been countered by public intervention policies that favour new settlements of activities, mainly agricultural, but also tourism, with respect to which the territory has shown clear, albeit timid, signs of positive reaction.</p> <p>The area around the municipality of Rezzoaglio is a mountainous area of high naturalistic and landscape value and is characterised by the presence of typical agri-food production, conditions that are favourable to the development of entrepreneurial initiatives such as the one described here.</p> <p>The Val d'Aveto cheese factory in Rezzoaglio is an important entrepreneurial reality and a concrete example of a laborious, but positive application of the development strategies promoted by the Liguria RDP, strategies that are based on improving environmental performance, production quality and product innovation.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
Sustainability	<p>The investments made by Caseificio Val d'Aveto were concluded without experiencing any particular difficulties and the company can operate in the new available spaces; for the company, these were investments that were economically and financially sustainable, even if the positive effects on turnover, cost containment and rationalization of the use of production factors are expected for the next financial year 2021, after the COVID-19 emergency has been overcome. The investments certainly present the requirement of environmental sustainability for the solutions adopted aimed at saving energy and reducing water consumption.</p>
Innovation	<p>The first form of innovation concerns the product: Yogurt "colato" is undoubtedly a new product in the yogurt sector, although it is apparently very similar to the type of "Greek" Yogurt, which however does not acidify at low temperatures. The second innovation concerns the process with the characteristic "pouring" phases at low temperatures on dripping shelves for many hours. These are new processes and products with respect to consolidated practices in the territory and in this kind of production sector.</p>

Effectiveness	<p>The Yoghurt processing and packaging equipment, already put into operation, confirms the quality of the choices made regarding their effectiveness in rationalizing and simplifying the production process.</p> <p>Despite some delays in the initial stages, the good planning of the interventions made it possible to respect the implementation times. In particular, it should be noted the great attention and availability of the local authority and other interested bodies that have provided concrete support to avoid delays in starting the works.</p> <p>The economic results after the first year of productive activity in the "new" organization determined by the interventions, are in line with forecasts, but the 2020 turnover will inevitably be negatively influenced by the emergency situation from COVID-19, which will lead to delays in reaching production regime and in the development of new commercial channels.</p>
Relevance and reproducibility	<p>The intervention is very relevant for the municipality of Rezzoaglio and for the entire surrounding territorial context, for the economic and employment effects. It is customary for agri-food companies to settle in areas characterized by the presence of all types of services (roads, railways, commercial areas, high population density) in order to reduce costs and have larger and closer markets. Instead, the members of the Dairy have chosen the opposite path, showing that they believe in the project started way back in 1991.</p> <p>Being a company of a certain economic importance and an intervention with a cost of more than one million euros, it is difficult to find reproducibility aspects of the project, which remains an almost unique example, although it is desirable that many other companies (small or large) invest in the internal areas in the future, reversing the abandonment process that has characterized them in recent decades.</p>
Integration and cooperation	<p>The intervention didn't use other public support tools or of the RDP. Nonetheless, the project is part of actions aimed to enhancing the rural areas of Liguria, as well as the Aveto and Alta Via dei Monti Liguri Natural Park.</p>

2.3 The Beigua snail

GENERAL INFORMATION



<i>Localisation</i>	Sassello (SV).
<i>Map</i>	
<i>Beneficiary</i>	<p>La Chiocciola del Beigua SS Agricola.</p> <p>Legal representative: Giorgio VALLARINO (young farmer).</p>
<i>Purpose of the intervention</i>	Creating and developing a business for the breeding and sale of snails for food use.
<i>Interventions implemented with RDP support</i>	SM 4.1 Support for investments in agricultural holdings and SM 6.1 Start-up aid for young farmers.

Keywords	Heliculture - recovery of abandoned land - direct sales.
Financial Resources	Total investment: € 135.154,00 (excluding VAT). Co-financing: € 94.607,00 (70% of the total investment). Young farmer setting-up premium: € 32.000,00.
DESCRIPTION OF THE INTERVENTION	
<p>The territorial context in which the company operates is in the Ligurian hinterland, in the municipality of Sassello, about 20 kilometres from the most famous coastal resorts. Similar to other rural areas, it is characterised by phenomena of depopulation, an ageing population, the abandonment of agricultural activities and the contraction of cultivated areas.</p> <p>Part of Sassello's territory - the first municipality to be awarded of the Orange Flag by the Italian Touring Club in 1998 for the tourist and environmental quality of its hinterland - is covered by the Beigua Natural Park, which stretches between Giovo Ligure (516 meters a.s.l.) and the Turchino Pass, in the provinces of Genoa and Savona. This natural area is part of a larger territory recognised by Unesco as a global geopark (<i>Beigua Global Geopark</i>) due to its exceptional geological heritage. This context of "rural mountain area" of high naturalistic and landscape value is also characterised by the presence of typical agro-food productions and, as a further favourable element for new settlements, by relatively low land market values. On the whole, these factors are favourable to the development of entrepreneurial initiatives such as the one described here, which are based on the recovery of partially or totally abandoned land to start local agricultural or breeding productions - in this case innovative such as heliculture farming - important to stem the trend of depopulation and to create value in rural areas that still appear vital, but weak structurally and socially.</p> <p>In other words, this case is a positive example of the application of the development strategy promoted by the RDP, which is based primarily on improving environmental performance, production quality and product innovation.</p> <p>The company's development project stems from the desire and will of three partners to continue in the tradition of their grandparents and parents who, even though they worked in other professions, continued to cultivate their respective small properties for agricultural production originally intended for self-consumption.</p> <p>After an in-depth examination of possible activities, the choice was oriented towards heliculture farming in view of its potential economic margins and the relatively low need for start-up capital. The three partners purchased, exclusively with their own resources, a piece of land in the Municipality of Sassello, in a state of abandonment, of considerable size in a single body, with favourable climatic characteristics, location and exposure in relation to the planned breeding activity.</p> <p>Adhesion to the RDP took place after planning the intervention in detail with the support of the Istituto Internazionale di Elicicoltura di Cherasco (CN), which provided the elements for a correct, innovative and effective technical-economic management of the farm, including advice on drawing up the Business Plan to verify the economic sustainability of the investment. The Società Chiocciola del Beigua then submitted two subsequent applications for support under Sub-measure 4.1, in addition to the application for a premium for first establishment under Sub-measure 6.1 for the young member Vallarino Giorgio as farm manager.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE

Sustainability	<p>The investments made are completed, but they have not yet reached the level of economic and financial sustainability, expected when fully operational between 2020 and 2021. Moreover, the first production and economic results are in line with those envisaged in the business economic plan, drawn up in collaboration with the Heliculture Center of Cherasco (Cuneo) which follows and assists the beneficiary (like all the associates of the Center). In particular, there is a higher than expected productivity/mq, probable effect of the ideal climatic and environmental conditions of the site.</p> <p>The company created and the activities launched present the requisite of environmental sustainability, helping to combat the depopulation and abandonment of rural areas. As in similar cases, activities and products contribute to increased knowledge of the territory and promote the growth of forms of naturalistic and environmental tourism, advocated by general policies to support rural areas.</p>
Innovation	<p>The first form of innovation concerns the activity itself; heliculture is a new sector in the local panorama, but also rare in Liguria.</p> <p>In addition, the company has adopted, on the recommendation of the Eliciculture Institute of Cherasco, the most innovative techniques for the rational breeding of the snail, namely the "complete" natural cycle system (the product is not the snails introduced and "fattened", but those that are born from brooding snails and develop) and "natural migration", with spontaneous movement from the breeding areas to the fattening ones.</p> <p>Of particular environmental, but also managerial, innovation is the sophisticated irrigation system for nebulization, programmed and automated, which allows to rationalize the use of water and obtain an ideal distribution, both for the surface and the ground, and for the life and development of snails. These are elements that demonstrate the implementation of new processes, methods and products with respect to established practices in the territory and in this production sector.</p>
Effectiveness	<p>The careful planning and the long phase of preparation of the project idea that preceded the presentation of the requests for support within the RDP, allowed to a substantial respect of the implementation times of the intervention.</p> <p>There have been moments of difficulty, not so much in relation to the RDP procedures, as to the authorization processes started after the approval, in particular during the Conference of services; constraints have been imposed for the works connected to the excavation of the well and the laying of the accumulation tanks (modified during construction compared to those originally planned to adapt them to the needs of the irrigation system planned in the meantime) and a painting of the already positioned sheet metal fences was imposed, to adapt them to landscape requirements.</p> <p>These difficulties led to not substantial delays, and additional costs.</p> <p>The economic results after the first year of activity are in line with the forecasts even if the 2020 turnover, which was expected to reach or exceed 100,000 euros, will inevitably be negatively affected by the emergency situation from COVID - 19, which seems to preclude at least the commercial channel from for the cruise companies.</p> <p>Hoping for a rapid recovery of the restaurant sector, which already in the first year has absorbed most of the production with the demand greater than the offer, the company will be able to overcome the difficulties both by strengthening</p>

	<p>the network of already consolidated and loyal customers (fishmongers), and by giving the product to the Cherasco heliculture center, which guarantees collection from the members, but at a less profitable price (around € 5/kg).</p> <p>The employment results attest that the use of 1 full-time working unit is already possible today; following the start-up of all the enclosures of the farm in 2020 it will be necessary to use 1 additional unit, or 2 part-time, with remuneration for all members, at variable quotas.</p>
Relevance and reproducibility	<p>The intervention is relevant for the territorial context of the Municipality of Sassello, for the Union of Municipalities to which it belongs and more generally for the surrounding territory of Beigua.</p> <p>It is a new company whose owners don't have roots in the territory, but they have chosen it for its characteristics and potential, creating an innovative activity that integrates with the existing reality and with the projects to relaunch these rural areas.</p> <p>Its reproducibility doesn't concern so much the specific breeding activity as heliculture is in any case a minor sector, (which involves a limited use of agricultural area), but rather the business model of development that the young entrepreneur and its partners planned and subsequently created.</p> <p>Although not originally in possession of specific skills and training bases, the three partners of Chiocciola del Beigua have long analyzed their design idea, identified a sector and a product with positive economic potential and margins and they adopted a first marketing plan. This was done taking into account the constraints and potential of the territory in which the company was born and with the precious technical and training support of the Heliculture Institute of Cherasco. Lastly, it should be noted that the three partners also paid a part of the share capital that was appropriate to the needs of the project.</p> <p>Therefore, this constitutes a model of useful approach for other young people from rural areas willing to start successful businesses, integrating them with the richest and most articulated economic district of the Ligurian Riviera.</p>
Integration and cooperation	<p>If the integration between Sub-measures 6.1 and 4.1 is excluded, the intervention didn't use other public support instruments.</p> <p>Nonetheless, the project fits harmoniously within the framework of other existing actions and tools aimed at the enhancement of rural areas , such as the Beigua Natural Park (having requested and obtained the inclusion of snails in the basket of products with the "Beigua" brand) or the Alta Via dei Monti Liguri, an excursion route that crosses also the territory of the Municipality of Sassello and which is proposed as a guiding thread for the development of hiking, food and wine, naturalistic tourism in the rural areas of Liguria.</p>

2.4 Breeding goats in the mountains

GENERAL INFORMATION



<i>Localisation</i>	Piampaludo, hamlet of Sassello, (SV).
<i>Map</i>	
<i>Beneficiary</i>	Cascina Giacobbe.
<i>Purpose of the intervention</i>	Create and develop a goat-based livestock enterprise, with milk processing and sale of products on the farm.
<i>Interventions implemented with RDP support</i>	SM 4.1. Support for investments in agricultural holdings.
<i>Keywords</i>	Goat breeding - goat cheese - mountains - Beigua Park.

<i>Financial Resources</i>	<p>Total investment: € 399.008,00 (excluding VAT).</p> <p>Co-financing: € 177.851,00 (45% of the total investment).</p>
DESCRIPTION OF THE INTERVENTION	
<p>The project takes place in a rural area in the province of Savona, falling within the Beigua Regional Natural Park, which in turn is included in a larger territory recognised by Unesco as a global geopark (<i>Beigua Global Geopark</i>) due to the presence of an exceptional geological heritage. The naturalistic interest of the area (geodiversity and biodiversity) goes hand in hand with the beauty and uniqueness of its landscape, favoured by the juxtaposition of the mountain ridges with the Ligurian Riviera (real “balconies on the sea”) elements that together contribute to the area's high tourist attractiveness. Its other strong points are its typical agri-food products, including confectionery, dairy products (milk and cheese), honey, fruit jams, bakery products and those deriving from beef and sheep meat processing. In order to valorise the role that these products play in enriching the biodiversity present, the Beigua Park has created the "Gustosi per Natura" (Tasty by Nature) mark, assigned to fresh and processed food products of local origin.</p> <p>These potentials coexist and are partly counteracted in their expression by the social and economic criticalities that characterise the territory, similar to those verifiable in other rural areas: depopulation and ageing of the population; lower quantity and quality of social and essential services; insufficient communication infrastructures (road network, digital connections); with reference to the agricultural sector, further reduction of cultivated/utilised surfaces, farms and employees. The effects are the non-utilisation or degeneration of natural and cultural capital, as well as the alteration of eco-system balances, including soil instability and thus the very safety of the population.</p> <p>The strategy and tools put in place by the 2014-2022 RDP and the regional implementation of the National Strategy for Inland Areas (DGR no. 859/2014 identifies among the four regional inland areas of intervention also the Beigua-SOL, which affects the territory in question) address these potentials and issues.</p> <p>The development of actions to improve services for the population favours, in the agricultural field, the birth and subsequent development of entrepreneurial realities that are sustainable in environmental and economic-financial terms as well as capable of creating stable employment. Cascina Giacobbe, already in the light of the first results achieved a few years after its establishment, is an emblematic case of the positive application of the public support strategy implemented with the RDP.</p>	

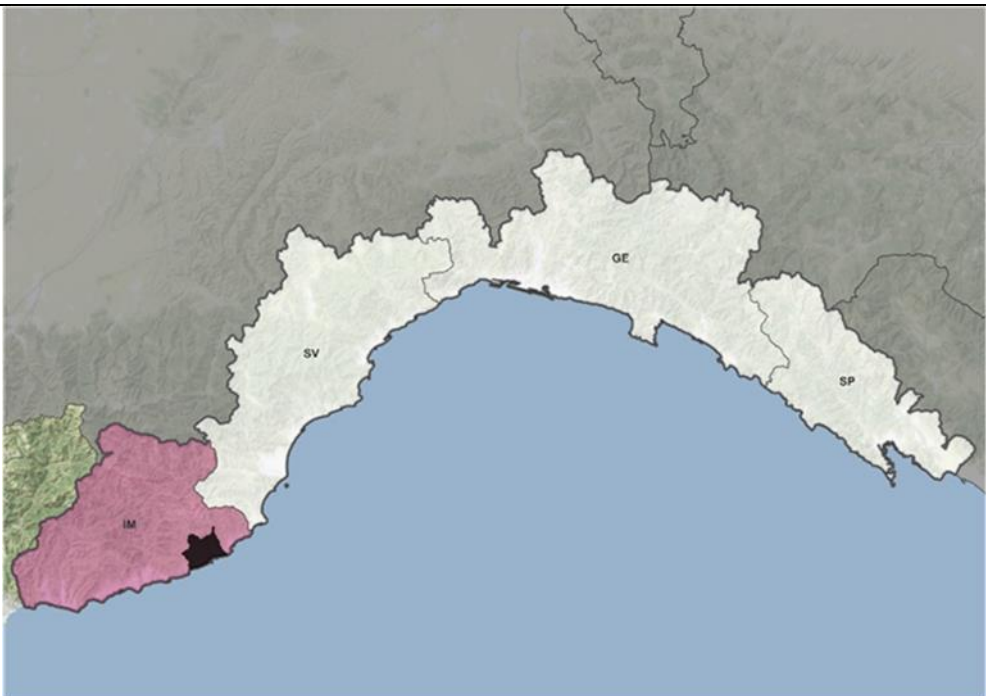
ASPECTS CHARACTERISING THE BEST PRACTICE	
Sustainability	<p>The zootechnical enterprise set up, with the contribution of the RDP, by the Giacobbe family presents a good level of economic and financial sustainability: the profitability of the enterprise when fully operational is such as to quickly repay the cost of the investment (net of contributions) and able to stabilise the workforce employed over time. These requirements, preliminarily estimated already at the application stage, appear easily achievable in the post-investment situation.</p> <p>The environmental sustainability of the enterprise created is manifested by some of its main requirements: the coherence of the type of farming and the architectural characteristics of the structures created with the natural environment and the landscape connotations of the territory; being a feasible example of a new productive activity, objectively in opposition to the well-known</p>

	phenomena of depopulation and productive abandonment of rural areas and the loss of the functions of "active management" of the territory carried out by farmers; at the same time, the company and the sale of its products contribute to increasing the knowledge of the Beigua district and the motivations for its visit by tourists from urban centres and the nearby Riviera.
Innovation	The livestock company uses facilities and equipment that were recently built or purchased and are therefore more technologically advanced than those frequently found on other farms in the area.
Effectiveness	Despite the initial delays in the presentation and preliminary examination of the applications for support, the implementation of the investments has broadly respected the timetable defined in the business development plan. The economic results achieved, approximately one year after production activities became fully operational, are in line with forecasts, both in terms of the production capacity of the herd (milk) and the dairy (cheese), and in terms of the price obtained in the sales channels used, with respect to which there is still much room for improvement, particularly in the increase in direct sales and the related clientele. The production results translate into a total turnover of approximately 100.000 €/year and satisfactory employment results (3 full-time employees and 1 part-time employee).
Relevance and reproducibility	The intervention is relevant for the territorial context in which it is implemented, the Beigua District, as it is a concrete example of a business development model - based on the integration in the farm between cultivation and breeding phases and processing/marketing phases - capable of responding to the present needs. This makes this model easily "reproducible" in other farm realities in the area or in regional contexts similar in terms of problems and potential (e.g. other rural areas). Its reproducibility is also favoured by the low level of technological innovation required.
Integration and cooperation	The realisation of the investments did not involve the integrated use of different public support instruments. The analysis carried out did not reveal a specific contribution of the intervention in fostering collaborations and exchanges between the beneficiary and other companies or actors in the supply chain.

2.5 Young olive grower

GENERAL INFORMATION



<i>Localisation</i>	Imperia (IM).
<i>Map</i>	
<i>Beneficiary</i>	Aicardi family business.
<i>Purpose of the intervention</i>	Develop the family olive-growing enterprise by increasing the cultivated area and the value of production.
<i>Interventions implemented with RDP support</i>	SM 4.1 Support for investments in agricultural holdings and SM 6.1 Start-up aid for young farmers.
<i>Keywords</i>	Olive growing - recovery of abandoned land - production diversification.
<i>Financial Resources</i>	Total investment: € 122.197,00 (excluding VAT).

	Co-financing: € 50.713,00 (54% of the total investment). Young farmer setting-up premium: € 32.000,00.
DESCRIPTION OF THE INTERVENTION	
<p>The intervention takes place in the hinterland of the Province of Imperia, the “Riviera dei Fiori”, an area with rugged morphology, high naturalistic and landscape value, characterised by olive growing, mainly based on the Taggiasca variety that together with other indigenous cultivars gives rise to the Ligurian Riviera DOP evo oil, a production that has been increasing in quantity and value in recent years. These development potentials are countered by the well-known phenomena, more than decades old, of depopulation, ageing of the population, reduction of agricultural activities in terms of cultivated areas and number of farms, with consequent loss of their essential role of “garrisoning” the territory and safeguarding the natural and landscape heritage present. In other words, the very potential on which it is possible to build credible development paths for regional rural areas.</p> <p>The strategy of the 2014-2022 RDP, in continuity with previous ones, aimed to break this mechanism, favouring not only the birth, but also the subsequent development of entrepreneurial realities led by young people able to achieve, due to structural conditions, levels of innovation and capacity to relate with the market, adequate and stable levels of profitability over time. The development business plan drawn up and implemented - with financial support from the RDP - by the Aicardi olive-growing company is a valid example of the application of this strategy and the results achieved thanks to it.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
Sustainability	<p>The interventions carried out with the RDP contribution by the young farmer present a good level of economic and financial sustainability, i.e. they determine an increase in profitability for the enterprise, such as to quickly repay their cost (net of contributions) and capable of stabilising the workforce employed over time. These requirements, preliminarily estimated already at the application stage, appear to have been achieved in the post-investment situation.</p> <p>Environmental sustainability manifests itself mainly in the benefits generated by the productive recovery and rational management of abandoned olive groves: the preservation of the identity elements of the traditional olive-growing landscape of rural areas; greater protection against soil degradation and hydro-geological instability.</p>
Innovation	<p>The recovery and restructuring of the olive groves allows the application of modern agronomic techniques, the adoption of more rational defence and fertilisation practices, and a higher level of mechanisation. In the processing and transformation phases, no significant innovations or changes are introduced with respect to the traditional technologies and practices widespread in the area.</p>
Effectiveness	<p>The processing phase of the applications for support took longer than expected. However, the implementation of the investments, starting from their approval, generally respected the timetable defined in the Development Business Plan, without encountering significant obstacles.</p> <p>The economic results achieved, about a year after the completion of most of the investments (except for the complete entry into production of the recovered olive</p>

	groves) are higher than expected, thanks mainly to a favourable demand trend for olives and the appreciation that the company's productions obtain on the market. This also translates into good results in terms of the creation and stabilisation of work units, currently 3 full-time and increasing further in the short term.
<i>Relevance and reproducibility</i>	The intervention appears relevant for the territorial context in which it is implemented, not in terms of its quantitative impact, but as a concrete example of a business development model - based on the integration of agricultural and processing/marketing phases on the farm - capable of responding to the present needs. This also makes this model sufficiently "replicable" in other farm realities in the area or in regional contexts similar in terms of problems and potential. Its replicability is also favoured by the low level of technological innovation required.
<i>Integration and cooperation</i>	The measure is a positive example of functional integration between two support instruments provided for by the RDP that can not only provide incentives (through Sub-measure 6.1) to the start-up of the business run by the young people, but also, thanks to the investments financed by Sub-measure 4.1, promote the achievement of structural and management requirements suitable for its development.

2.6 Rosemary on the Ligurian Riviera

GENERAL INFORMATION



<i>Localisation</i>	Borghetto Santo Spirito (SV).
<i>Map</i>	
<i>*Beneficiary</i>	<p>Ortingaunia Società Agricola SS di Bruno Davide & Tosi Marco. Region Buesino 1 /A San Fedele - Albenga (SV). Legal representative: Tosi Marco.</p>
<i>Purpose of the intervention</i>	Expand production, develop and diversify (organic rosemary) a company specialising in herbs.
<i>Interventions implemented with RDP support</i>	SM 4.1. Support for investments in agricultural holdings.

<i>Keywords</i>	Herbs - land recovery - saving irrigation water - organic farming.
<i>Financial Resources</i>	Total investment: € 58.157,00. Co-financing: € 29.006,00 (50% of the total investment).

DESCRIPTION OF THE INTERVENTION

The context in which the company operates is that of the coastal strip in the municipality of Albenga, an area that is characterised by the presence of a lively agricultural activity, mainly oriented towards greenhouse and open field horticulture.

The farms are numerous and organised and they put a wide range of products ranging from the most common vegetables marketed in bulk, to the aromatic herbs packaged for organized distribution (OD) and free service. These are often specialised companies that in their ten-year development have also had a dragging effect for the allied industries. Albenga's geographical location has also favoured the logistics necessary for the storage and distribution of the various products on the markets.

Albenga is also home to the Regional Centre for Agricultural Experimentation and Assistance (CeRSAA), which carries out experimentation, protection of agricultural products, dissemination of information on technological innovations, technical dissemination, training and professional qualification.

This "district", rich in companies and products, has over the years found less and less land available for cultivation, due to the parallel development of tourism activities. On the other hand, the tourism sector has led to greater possibilities for placing products, and it is no coincidence that many companies, particularly smaller and non-specialised ones, have in recent years turned towards forms of direct local marketing.

In this context, the 2014-20 RDP plays an irreplaceable role in supporting investments aimed at increasing the competitiveness of businesses, and the case under review is an example of the application of this development strategy.


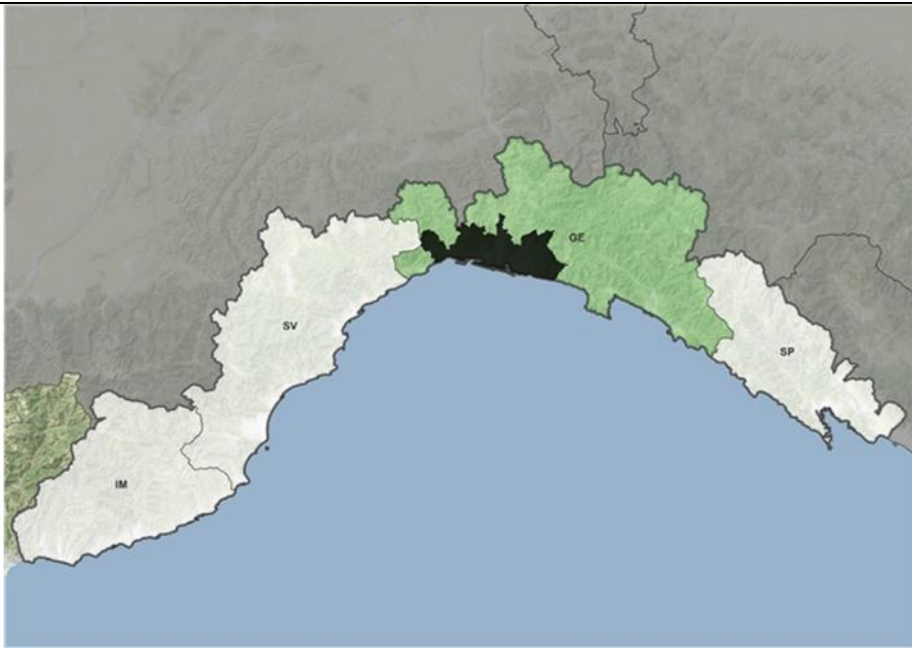
The Ortingaunia company, active since 2003, specialises in the production of cut aromatic herbs and is in continuous expansion; currently the UAA is about 20 hectares, divided into many plots distributed in the territory of several neighbouring municipalities. This is a very unfavourable, but frequent situation on many farms, leading to high costs and operational difficulties, in the movement of workers and mechanical means and in the activation of several utilities (e.g. electricity for irrigation).

The idea for the investments described herein stems from the availability of an uncultivated plot of land, about 2 hectares in size, which is significant by local average standards, in the not too distant municipality of Borghetto S. Spirito. After verifying the ideal characteristics of the soil with respect to the crops to be started and having signed the land lease contract, the two partners of the enterprise planned the interventions to make the plot suitable for the specialised cultivation of aromatic herbs, in particular rosemary. The application for support under Sub-measure 4.1 of the RDP was submitted on 10 January 2017.

ASPECTS CHARACTERISING THE BEST PRACTICE

<i>Sustainability</i>	The investments made by the Ortingaunia agricultural company are concluded and are already demonstrating their economic and financial sustainability. In particular, there is a higher than expected productivity, probably due to the ideal climatic and environmental conditions of the site, but also to the particularly favourable and unexpected nature of the soil. The data, albeit partial, also confirm the environmental sustainability of the investments, especially as regards the low levels of irrigation water consumption.
<i>Innovation</i>	The investments do not have a particularly innovative connotation as regards the cultivation activity, if not for the size (it is believed that the one created is the largest plot of land cultivated with rosemary in Liguria). The irrigation system, on the other hand, presents elements of innovation in the possible fractional distribution of the water, also with respect to the degree of relative humidity of air and soil, and in the programming flexibility allowed by modern control devices.
<i>Effectiveness</i>	The investments started immediately after the approval of the application for support. The times for carrying out the land improvement works and the irrigation system were in line with the forecasts and allowed to quickly activate the cultivation of rosemary in the new soil and to obtain the first productions already in 2019. From this point of view, the interventions maintained the expected effectiveness.
<i>Relevance and reproducibility</i>	The intervention is undoubtedly relevant for the territorial context in which the company operates, both for the size of the Agricultural land grown in a single part, and for the product volumes that will derive from it. Conversely, the intervention is difficult to reproduce, in part for the same reasons: difficult or impossible to find plots with the characteristics of the one cultivated in this area today. Instead, what can be reproduced is the intervention model implemented, where the most qualifying point, also in environmental terms, is the recovery of a land that is no longer cultivated in order to obtain a good volume of product at full capacity also thanks to a modern irrigation system with reduced unit consumption and limited management costs.
<i>Integration and cooperation</i>	<p>The intervention does not include the integration between the various public support tools, apart from the recent conversion to organic started in 2016 and from which the commercial line of Biolngaunia aromatic herbs was born in 2019.</p> <p>The company has activated voluntary certification courses for some time, including GLOBALGAP, requested by many European large-scale distribution companies to guarantee quality products, safe and with documented traceability, and GRASP which integrates what is already in the GLOBALGAP standard on health and worker safety in the farms.</p>

2.7 Restarting basil production after flooding

GENERAL INFORMATION	
	
<i>Localisation</i>	Genoa (GE).
<i>Map</i>	
<i>Beneficiary</i>	Individual agricultural enterprise Cambiaso Stefano.
<i>Purpose of the intervention</i>	Ensuring the stability of the slope compromised by the hydrogeological instability caused by the November 2014 flood and restarting greenhouse production of basil.
<i>Interventions implemented with RDP support</i>	SM 5.2 Support for investments to restore agricultural land and production potential damaged by natural disasters, adverse weather conditions and catastrophic events.
<i>Keywords</i>	Basil - natural disasters - restoration of agricultural potential - natural engineering.
<i>Financial Resources</i>	Total investment: € 517.517,12 (excluding VAT).

Co-financing: € 414,013.70 (80% of the total investment).

DESCRIPTION OF THE INTERVENTION

The intervention was carried out on agricultural land affected by a landslide movement following the flood event that affected the province of Genoa on November 15, 2014. The land is located in the urban area (A), immediately upstream of the A10 Genoa-Savona motorway line, along the Ponente-Levante route, between the Genoa Voltri and Genoa Pegli tollbooths.

The land, arranged in terraces characteristic of the agricultural landscape of the Ligurian coastal hilly areas, is used for the cultivation of Genovese basil (DOP) and fresh vegetables in open fields. The condition of the land affected by the landslide (0,62 hectares) did not allow cultivation to continue. The landslide resulted in the almost total collapse of the stone walls containing the terracing. The portions of the wall that did not collapse were in a precarious condition of stability, so they had to be completely demolished. An iron-glass greenhouse, measuring approximately 38 meters x 9 meters, collapsed because it fell within the landslide body.

In the days immediately following the flood event, the section of motorway downstream of the landslide body was temporarily closed as a precautionary measure and partial stabilisation work was carried out on the landslide by Autostrade per l'Italia S.p.A. Despite this, the monitoring system installed by Autostrade S.p.A. detected the continuation of movements of the slope downstream, albeit of a relatively limited magnitude and speed. For this reason, on November 2, 2014, Autostrade S.p.A. formally requested the farmer, owner of the land, to carry out a definitive and exhaustive safety intervention. This request was renewed on May 13, 2015, when Autostrade S.p.A. informed of the imminent completion of works to protect the motorway section and mitigate the landslide movement and invited the farmer to *"activate all the necessary verifications and actions in order to definitively secure the slope affecting his property"*.

The Region intervened to support the investments necessary to restore agricultural land and production potential damaged by the calamitous event of November 2014 through Sub-measure 5.2 of the Liguria RDP, approving, with DGR no. 1394 of 15/12/2015, the criteria and procedures for the submission of simplified applications for support. Finally, once the functionality of the IT services of the national agricultural information system (SIAN) had been verified, the Region, with DGR no. 1329 of 30/12/2016, adopted the selection criteria and approved the procedures for submitting the final applications.

ASPECTS CHARACTERISING THE BEST PRACTICE

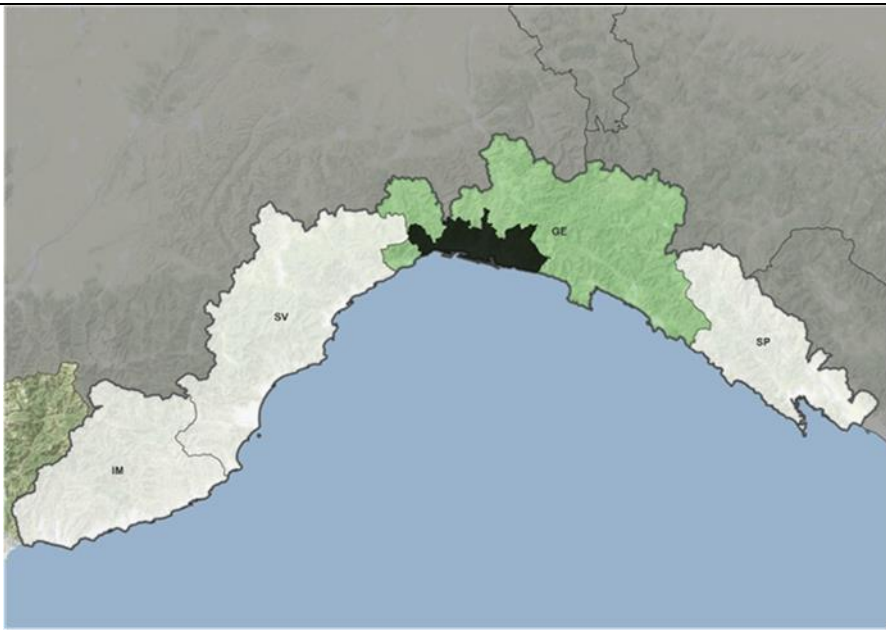
Sustainability	The intervention produces long-lasting benefits, safeguarding both the farmer's economic activity and the environmental and landscape value of the terraces.
Innovation	The intervention represents an innovation compared to traditional terrace construction practices. The technical solutions adopted take into account the changed climatic conditions and the increased risk of flood events and hydrogeological instability, increasing the water-tightness capacity of the terrace system and the stability of the slopes. The orographic characteristics of the area, with narrow and steep access roads to the bottoms, do not allow the access of heavy vehicles and, consequently, the transport of building materials is very difficult, if not impossible in reasonable times. The naturalistic engineering solutions have minimized the movement of earth off the site and in

	order to create the two curbs in reinforced concrete, the pours were performed with the help of a helicopter.
Effectiveness	The intervention, provided with all the necessary authorizations, was carried out immediately after its approval. The farmer has resumed his activity on the farm and its effects are adequate and consistent with the objectives of restoring the agricultural potential damaged by the flood. The terraces have been restored ensuring both the stability of the side and the maintenance of the rural landscape. The draining system in the terraces and the ducts ensure the constant outflow of groundwater ("vivagne") and surface water, even in the case of heavy rains.
Relevance and reproducibility	The intervention represents an effective response to the need for adaptation of the terraces to climate change and, as such, is reproducible in other situations in the Ligurian hilly area.
Integration and cooperation	<p>The interventions to restore agricultural potential cannot be combined with other financial instruments, existing at European, national and / or private level, for compensation for damage to structures and / or agricultural production.</p> <p>The permanent consolidation of the side is also preventive, causing effects similar to the interventions provided by Sub-measure 5.1 to prevent damage due to climate change and other catastrophic events.</p>

2.8 Restarting organic fruit and vegetable production after the floods

GENERAL INFORMATION



<i>Localisation</i>	Genoa (GE).
<i>Map</i>	
<i>Beneficiary</i>	Gli Orti di Staglieno SS Agricola. Legal representative: Massera Marco.
<i>Purpose of the intervention</i>	Restoring the dry stone walls and the farm's agricultural potential, damaged by the 2014 flood.
<i>Interventions implemented with RDP support</i>	SM 5.2. Support for investments to restore agricultural land and production potential damaged by natural disasters, adverse weather conditions and catastrophic events.
<i>Keywords</i>	Horticulture - natural disasters - restoration of agricultural potential - dry stone walls.

<i>Financial Resources</i>	<p>Total investment: € 32.855,00.</p> <p>Co-financing: € 26.284,00 (80% of the total investment).</p>
DESCRIPTION OF THE INTERVENTION	
<p>The company is based in the Municipality IV - Genoa Media Val Bisagno, including the Staglieno district. The activity takes place on the terraces on the eastern slope upstream of the residential buildings on the banks of the Bisagno river.</p> <p>This is an unusual location for a farm, but in the past many farms, especially fruit and vegetable farms, operated on terraces supported by the typical dry-stone walls that still characterise much of the rural landscape on the edge of Genoa's residential areas; the fruit and vegetable produce from the terraces fed the markets of the nearby city.</p> <p>The particular context obviously conditions the very few farms that have survived the social and economic evolution of recent decades, preventing any extension of the UAA.</p> <p>The regional strategy of the RDP also envisages the possibility for farms in these areas to obtain economic support for the construction of works, plants, and the purchase of machinery and equipment, but these “competitiveness” measures are complemented by other measures aimed at landscape conservation and the maintenance of existing structures in order to prevent hydrogeological instability or the reconstruction of structures damaged by flooding events, in this case referring to Sub-measure 5.2.</p> <p>The motivation for the intervention refers precisely to the reconstruction of the terracing, including some sections of dry-stone walls that supported the cultivated terraces of the Società Gli Orti di Staglieno, damaged by the flood event of 10 October 2014.</p> <p>The application for support for the planned interventions, under Sub-measure 5.2 of the RDP, was submitted on 20 March 2017.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
<i>Sustainability</i>	<p>The investments realized by “Gli Orti di Staglieno” are concluded, even though they have not covered all the damage caused by the flood event, which the farm is progressively repairing on its own. Anyway, the intervention has brought back to farming a substantial portion of the damaged terraces, with positive effects on the economic side that, for the farm, have equally positive consequences on the financial and economic sustainability of the intervention. The investments’ environmental sustainability is also proved since erosion processes have been stopped, restoring the landscape aspect of the site.</p>
<i>Innovation</i>	<p>These investments don’t have any innovative connotation, on the contrary terraces held up by dry stone walls are a very traditional – yet effective – solution to support cultivable terraces on the steep Ligurian slopes.</p>
<i>Effectiveness</i>	<p>The effectiveness of the performed intervention is confirmed as regards the restored wall portions, that have allowed to recover an equally important portion of cultivated area on the terracing level. The intervention has proved as very effective in eliminating risks for safety in the workplace, that were caused by collapsed walls and from the possible landslides of the bare ground behind them.</p>

<i>Relevance and reproducibility</i>	The intervention is undoubtedly relevant not in the absolute sense, but in relation to the territorial context in which the farm operates; moreover, it is relevant to have favoured a restoration, yet partial, of pre-existent artefacts, this way avoiding new possible damages for adverse meteorological events both to the farm and the land below. The intervention is on the other hand perfectly replicable in all the territory's terraced areas still farmed.
<i>Integration and cooperation</i>	<p>The intervention is part of a business context characterized by organic farming with adhesion to Measure 11, but no forms of cooperation are foreseen.</p> <p>It is interesting, on the other hand, the integration of business activities in partnership with agricultural training Institutions, which have also held practical training courses in the farm's headquarters for building dry stone walls, and non-profit organizations; in this context, the farm deals with social disadvantage, hosting above all migrants in need of integration.</p>

2.9 Recovery and defence of forest topsoil

GENERAL INFORMATION



<i>Localisation</i>	Masone (GE).
<i>Map</i>	<p>A map of the Liguria region in Italy, showing the provinces of Imperia (IM), Savona (SV), Genoa (GE), and La Spezia (SP). The province of Genoa (GE) is highlighted in green, indicating the location of the project area.</p>
<i>Beneficiary</i>	Punta Martin Agricultural Cooperative Society. Legal representative: Ivan Agostino MASSA.
<i>Purpose of the intervention</i>	Recover and improve forest stands damaged by fire and prevent the risks of fire and hydrogeological instability.
<i>Interventions implemented with RDP support</i>	SM 8.3 Prevention of damage to forests by fire and natural disasters and SM 8.4 Restoration of forests damaged by fire and natural disasters (Multi-measure).

Keywords	Forest stand - silvicultural interventions - protection from fire and hydrogeological instability.
Financial Resources	Total investment: € 209.112,48. Co-financing: € 209.112,48 (100% of the total investment).

DESCRIPTION OF THE INTERVENTION

The intervention context is that of forest areas located in the rural areas of Liguria, where, as in other similar areas, numerous fires and instability phenomena have occurred in the past, favoured by abandonment and a lack of attention to forest management.

The woodland subject to intervention is in the territory managed by the Punta Martin Rural Consortium in the municipality of Masone (GE) and presents characteristics of high natural value, falling partly within a Natura 2000 Network area and more precisely within the Punta Martin SCI (IT 1331501) whose managing body is the Beigua Regional Park.

While the forest in this geographical area represent an important heritage from the point of view of landscape and potentially of tourist use, from the vegetation point of view they are forests with a rather varied tree cover, mainly coastal and Mediterranean pine forests and shrublands in which the succession caused by fires has favoured the development of species such as pine, heather and rockrose; this situation increases the danger of fires, which interventions such as those under consideration are intended to prevent.

The Punta Martin rural consortium, which lacks its own structures capable of operating, has thus entrusted the responsibility for the interventions here described to the Cooperative Punta Martin, which has been operating for many years as a forestry company specializing in many forest areas throughout Liguria, and with which it has already collaborated on several occasions.


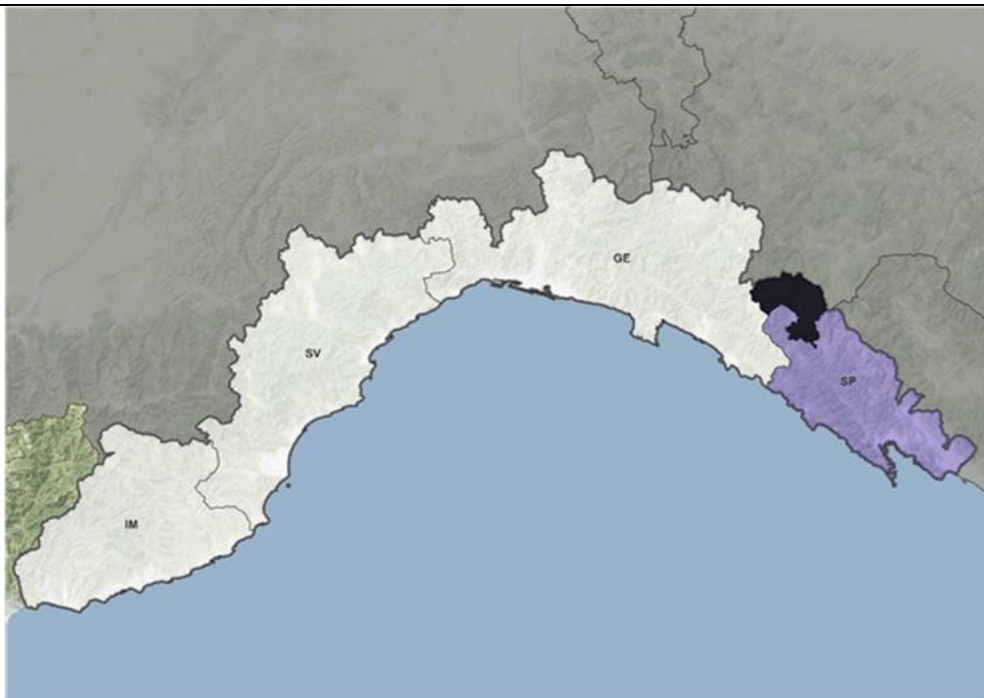
The projects, financed through the RDP Liguria, is one of the many initiatives implemented by the Cooperative over time in the area subject to intervention, using other EAFRD funding.

ASPECTS CHARACTERISING THE BEST PRACTICE

Sustainability	<p>The nature of the interventions guarantees economic sustainability, since it increases the forest's environmental value, making it possible to conceive future multifunctional forest management activities.</p> <p>The project is important as a model for a more effective and rational forest management, with an approach that is non-invasive and mainly naturalistic, favouring the spontaneous growth of "native" species (mainly broadleaved) and increasing biodiversity.</p>
Innovation	<p>The interventions financed and implemented are not particularly characterized by innovation. However, the beneficiary Cooperative has an approach to forestry that makes use of all the best intervention techniques and modern equipment and machines that allow effective cultivation treatments.</p> <p>In management, the beneficiary company will adopt, as in other similar situations, unusual and new management methods. For example, in the post-intervention management of recovered pasture areas, it has introduced a group of donkeys, in turned pasture and using electric fences, for the cleaning of clearings, embankments and edges of roads or naturalistic engineering works.</p>

	<p>In order to do this, it has not turned, as usual, to third-parties zootechnic firms, but instead it has changed its own organizational structure, starting its own breeding farm.</p> <p>The beneficiary Cooperative intends to replicate this type of management approach in the geographical context here described, above all because it is preparatory to a possible use of the forest for tourism purposes.</p>
Effectiveness	<p>The beneficiary Cooperative will continue to operate for the maintenance of the forest areas granted in use for the expected residual time (10 years), thus directing the forest's natural development in order to effectively bring it back to normal productivity conditions.</p>
Relevance and reproducibility	<p>The intervention is relevant for the territorial context of the Municipality of Masone and more generally for the Mount Beigua surroundings, and it is absolutely reproducible in similar contexts of the Ligurian Appennines.</p> <p>This is a useful model for other young people from rural areas willing to start successful activities, integrating them with the richest and most articulated economic and tourist district of the Ligurian Riviera.</p>
Integration and cooperation	<p>The interventions are integrated with the adhesion to two different Sub-measures of the RDP, 8.3 and 8.4. Furthermore, they integrate with the Natura 2000 network and are part of the actions aimed at enhancing the Beigua regional park, in particular with the Alta Via dei Monti Liguri, which also crosses the territory of the Municipality of Masone and which is proposed as a link for the development of hiking, food and wine, naturalistic tourism in rural areas also in this area of Liguria.</p>

2.10 Active forest management and forest stand protection


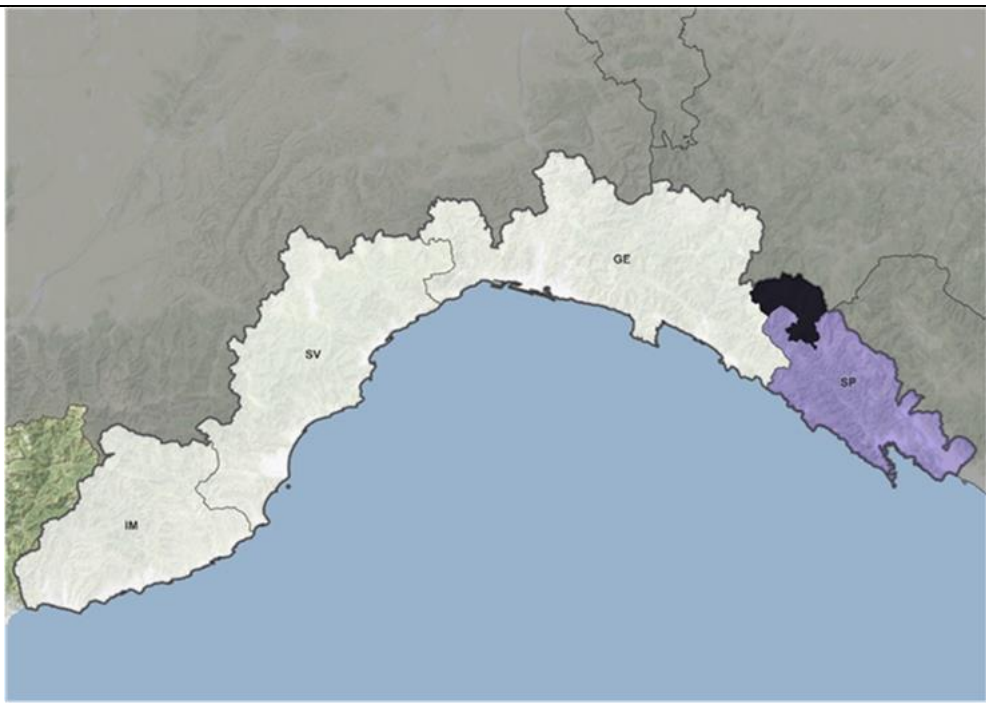
GENERAL INFORMATION	
	
<i>Localisation</i>	Registered and operational headquarters: San Colombano Certenoli (GE). Venue: Monte Göttero, Varese Ligure (SP).
<i>Map</i>	
<i>Beneficiary</i>	Paola Peirano's "Floricoltura Vivai Cademartori" company.
<i>Purpose of the intervention</i>	Improving silvicultural management, profitability and reducing fire risks in a state-owned forest area.
<i>Interventions implemented with RDP support</i>	SM 8.3. Interventions to prevent damage to forests by fire and natural disasters.
<i>Keywords</i>	Forest stand - active forest management - fire protection.

<i>Financial Resources</i>	<p>Total investment: € 285.954,00.</p> <p>Co-financing: € 285.954,00 (100% of the total investment).</p>
DESCRIPTION OF THE INTERVENTION	
<p>Mount Gòttero is a peak dominating the surrounding territory that extends from Centocroci Pass – separating the provinces of Parma and La Spezia – and Brattello Pass, between the provinces of Parma and Massa Carrara.</p> <p>The territory, whose central part is located at altitudes above 1,500 m asl, is characterized by elements of high naturalistic value, so much that includes two SCI "Monte Gòttero", distinguished only by the different territorial jurisdiction ("Monte Gòttero" Emilia- Romagna and "Monte Gòttero - Passo del Lupo" Liguria).</p> <p>In addition to the naturalistic value of the rocky outcrops, the territory also has a varied vegetation profile, with rare species and rich in biodiversity; in very general terms, it can be said that the tops are characterized by the presence of grazing areas managed by livestock farms, while the slopes are covered with dense forests which at the highest altitudes are mainly beech woods, and at lower altitudes are mainly chestnuts and Turkey oaks. Some portions of the territory are covered with coniferous (pine) woods, a species mainly introduced in the past during reforestation interventions.</p> <p>A part of the forest area is state-owned and the Liguria Region has entrusted its management, with a 12-year concession, to the consortium Monte Gòttero, whose members include the Society "Floricoltura Vivai Cademartori" owned by Peirano Paola, which is in charge of operational forest management. With this specific intervention, the beneficiary Company intends to start an "active" management in the context of the multifunctionality of the forest ecosystem on behalf of the consortium Monte Gòttero.</p> <p>The project involves a state-owned surface area of almost 500 hectares and envisages the construction of a forestry penetration route aimed at the rational management of the forest, and is part of the actions of the Liguria RDP aimed at the environmental and economic enhancement of forestry resources. Actions supported in particular by Sub-measures 8.5 and 8.3, the latter having been chosen because it was considered by the beneficiary to be more appropriate with respect to the extent of the work planned and because of the possibility of access to the woodland area with mechanical means; the intervention also takes into account the guidelines of the Regional Forestry Plan, the Liguria Region's Forestry Types and Regional Law No 4/1999.</p> <p>The motivation for the intervention depends on the fact that the forest surface of Mount Gòttero is at high risk of fire, especially due to the presence of dried chestnut stumps and suckers, as well as conifers. The creation of a penetration route is considered an indispensable premise for all future actions of active and rational forest management, in particular to avoid or better manage fires, but also to promote a balanced development of indigenous broad-leaved trees, less subject to this risk. It is therefore a "preliminary" intervention, preparatory to subsequent projects and interventions.</p> <p>The RDP is the tool through which it is possible to support the envisaged investments and implement forest valorization policies, including future integration projects between forestry, agricultural and tourist activities. In this sense, it should be noted that in the Monte Gòttero area there is a branch of the Alta Via dei Monti Liguri, an essential element for the tourist-excursion component of Liguria, and that at the foot of the mountain group there is the Val di Vara, a well-known district of Ligurian organic productions.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
Sustainability	<p>The investments foreseen by the beneficiary company, Floricoltura Vivai Cademartori owned by Paola Peirano, have not yet finished.</p> <p>The project's profitability is based on the potential to use the state forest area to remunerate the capital invested through the sale or direct use of the forest resources (e.g. wood chips for wood boiler in the Company's nurseries).</p> <p>It is linked to the use of techniques that will reduce the population of black pine, a species introduced with artificial reforestation, favoring the spontaneous development of "autochthonous" broadleaved trees, more important in terms of fire prevention and resilience and for forest biodiversity.</p>
Innovation	<p>The construction of a forest penetration path does not in itself present particular elements of innovation. However, some technical choices (with the adoption of naturalistic engineering works on the excavation front upstream of the track, to consolidate the slope from the beginning of the works' execution, and the construction of some sections of dry stone walls to reduce the escarpment angle and always contain it within 35 °) can be defined as innovative, at least with respect to techniques adopted in the past in cases of similar forest road works.</p> <p>Moreover, the innovation can be better understood in the post-intervention management of the intervention at its conclusion, when the beneficiary plans to adopt the most modern techniques of exploitation of forest surfaces for economic and environmental purposes (for example "hole cutter" to encourage renewal) also following the indications and guidelines of Associations (Pro Silva) to promote these techniques.</p>
Effectiveness	<p>Not being yet concluded, the effectiveness of the project can only be analyzed later.</p> <p>However, it can be reiterated how the construction of the penetration route will allow easier access to the forest and facilitate its management.</p>
Relevance and reproducibility	<p>The intervention is very relevant in the context of the state forest of Monte Gòttero, because it represents a first significant intervention of forest viability in an area strongly lacking this kind of actions, and can contribute to the subsequent development of an income forestry, but also of activities aimed at and harmonious development of forest multifunctionality.</p> <p>Also for the beneficiary company, the project represents an important moment to consolidate the management activity of forestry areas under concession, which complements the traditional one of plant nursery.</p> <p>The project is also reproducible, since it represents a model of useful approach also for other companies already operating in the sector, but also for newly established companies managed by young entrepreneurs who choose to engage in activities such as conservation of the territory's naturalistic values, their protection, the prevention of effects of natural disasters and fires.</p>

	These are problems that require new organization and skills to solve, but also good practices to follow.
Integration and cooperation	<p>The project does not integrate with other RDP Measures, but it is intended in the framework of other existing actions and tools aimed at enhancing rural areas, such as the Alta Via dei Monti Liguri, which partially crosses the area subject to intervention.</p> <p>Moreover, the intervention is partly carried out in the Natura 2000 network area and, for its promotion, the beneficiary company will benefit from the collaboration of the Pro Silva Italia Association that aims at the promotion of forestry "capable of meeting ecological and economic needs and social demands of today's society".</p>

2.11 Infrastructure for access to agricultural and forestry land


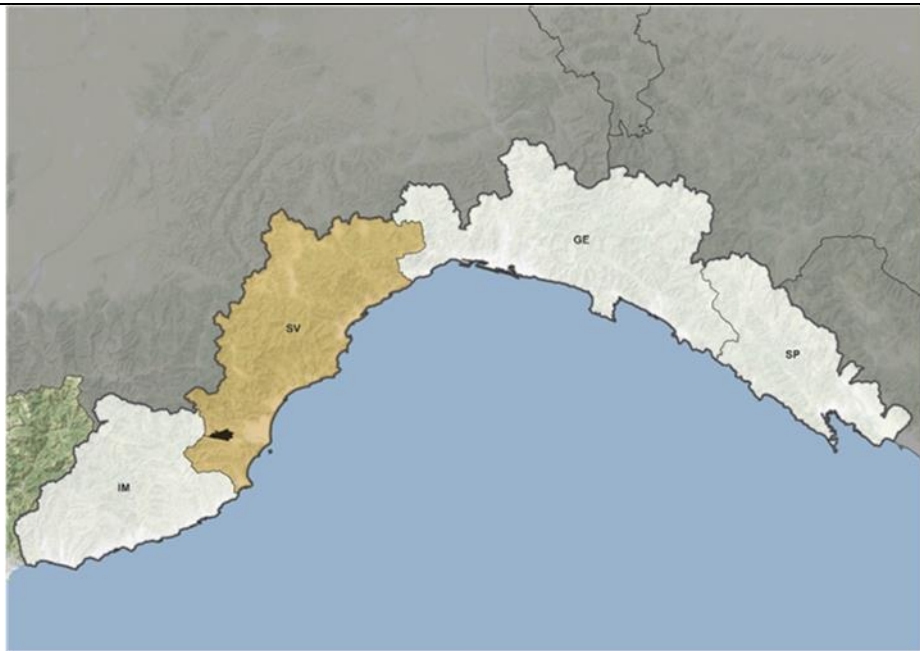
GENERAL INFORMATION	
	
<i>Localisation</i>	Varese Ligure (SP).
<i>Map</i>	
<i>Beneficiary</i>	Municipality of Varese Ligure.
<i>Purpose of the intervention</i>	Enable and improve the accessibility, productive use and maintenance of agricultural and forestry land.
<i>Interventions implemented with RDP support</i>	SM 4.3. Investment in infrastructure related to the development, modernisation or adaptation of agriculture.

Keywords	Infrastructure - rural roads - access to farmland and forestry.
Financial Resources	Total investment: € 353.081,00 (excluding VAT). Co-financing: € 353.081,00 (100% of the total investment).
DESCRIPTION OF THE INTERVENTION	
<p>The intervention takes place in a rural area in the province of La Spezia, in Varese Ligure, a municipality located in the northern part of the Val di Vara.</p> <p>The capital village is surrounded by 15 hamlets and, in the area, there are numerous historical elements as well as significant features of naturalistic interest (Sites of Community Interest) and landscape. The level of "quality of life" in terms of the environment and services to people and businesses is generally good. The total resident population reaches around 1,900 in 2019, confirming its progressive decrease over time (more than 5% in the last 20 years), an aspect that contributes to the classification of rural areas with "development problems" (areas D).</p> <p>Agriculture is traditionally characterized by breeding activities and in recent years also by the significant development of organic production, as in the rest of the Val di Vara. Agricultural work, however, is hindered and rendered unprofitable, among other factors, also by the uneven morphology of the territory, combined with the current state of degradation in which most of the road infrastructures for access to agricultural and forest land are found. This determines the rarefaction of the cultivation operations, the reduced use of the land for production purposes and in many cases their complete abandonment, with consequent economic loss, reduced maintenance and control activities, increased risks of hydrogeological instability, negative effects in naturalistic terms (loss of biodiversity linked to agricultural and forest ecosystems) and landscaping.</p> <p>The Liguria RDP 2014-2022 aims to provide a (development) a "response" to the need for "improvement and rationalisation of agricultural and forestry infrastructure" (FB 11), highlighting the links with the need to "support business restructuring processes and conversion to market-oriented production" (FB 9) and to "incentivise investments to support competitiveness and innovation" (FB 10). In this programmatic perspective, the Sub-measure 4.3 of the RDP is specifically aimed at supporting "investments in the infrastructure necessary for the development, modernisation and adaptation of agriculture and forestry" by also providing for the adaptation to the needs of transit or water regulation, roads or other forms of access to agricultural and/or forest land. The present case is a positive example of the application of this support instrument programmed with the RDP. It should also be noted that the intervention was requested by the farms that benefit from it (possibility of access to the land) in order to increase their production, by virtue of the investments they have undertaken, also through adhesion to Sub-measure 4.1 of the RDP.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
Sustainability	<p>This is a non-revenue generating public investment for which <u>economic sustainability</u> can be assessed in the indirect economic benefits (currently not quantifiable) for companies operating on land whose accessibility has improved. Benefits identifiable in the reduction of transport and movement costs by agricultural and forestry operators and other users (e.g. suppliers, buyers, tourists) and in the greater opportunities to be able to develop productive and economic diversification actions.</p>

	<p>The intervention also improves the <u>environmental sustainability</u> of the road infrastructure, reducing the risks of hydrogeological instability deriving from possible natural disasters (e.g. extreme weather events), hindering the abandonment and therefore promoting the active "monitoring" of agricultural or forest land, safeguarding the positive ecological and landscape externalities.</p> <p>At the same time, the improvement of roads and access favour the improvement of the living conditions of the local population, social relations, the possibility of better using the essential services, thus contrasting the depopulation phenomena (contribution in terms of <u>social sustainability</u>).</p>
Innovation	Extraordinary maintenance works are carried out using modern naturalistic engineering techniques.
Effectiveness	Extraordinary maintenance works are in progress, in accordance with the approved project and the relative chronogram.
Relevance and reproducibility	<p>The intervention is <u>relevant</u> for the territorial context in which it takes place, resulting in benefits both for the operators involved in the productive use of the agricultural and forestry land of which access is improved, and for the local population in terms of road connection of the localities concerned. This is realized through works carried out in compliance with the construction and landscape features of the territory. These requirements make the infrastructure intervention easily <u>reproducible</u> in the area or in territorial contexts with similar problems and potential (e.g. other regional rural areas).</p>
Integration and cooperation	<p>The intervention integrates functionally - with potential synergistic effects - with the investments in structural and technological modernization carried out on farms affected by the effects of infrastructure improvement. Corporate investments often made with the support of the RDP (e.g. with Sub-measure 4.1).</p>

2.12 Irrigation infrastructure

GENERAL INFORMATION	
	
<i>Localisation</i>	Pogli, faction of Ortovero (SV).
<i>Map</i>	
<i>Beneficiary</i>	Consorzio Irriguo di Miglioramento Fondiario Pogli di Ortovero.
<i>Purpose of the intervention</i>	Provide the territory with efficient rural infrastructure in order to avoid the abandonment of agriculture.
<i>Interventions implemented with RDP support</i>	SM 4.3. Investment in infrastructure related to the development, modernisation or adaptation of agriculture.
<i>Keywords</i>	Irrigation infrastructure - water saving.
<i>Financial Resources</i>	<p>Total investment: € 197.470,00 (excluding VAT).</p> <p>Co-financing: € 197.470,00 (100% of the total investment).</p>
DESCRIPTION OF THE INTERVENTION	

Ortovero is a rural municipality of about 1.600 inhabitants, located along the left bank of the Arroscia stream, 10 km from Albenga, in the province of Savona. The village is an ancient agricultural settlement and still today agriculture, based on the cultivation of vegetables, peaches, vineyards, olive groves, aromatic and ornamental plants, is among the main economic activities.

The Irrigation Consortium for Land Improvement operates in the hamlet of Pogli. The Consortium was established around the 1930s, contributing in no small way to the agricultural development of the village, with the commissioning in 1928 of the first infrastructures for the adduction and distribution of water for irrigation. Over time, the infrastructures were modernised by the Consortium, but after so many years, an integral technological modernisation was necessary in order to provide members with a sustainable and economically efficient service that would avoid the abandonment of production and the degradation of the land.

The Consortium has a valid water collection concession, the network capacity is less than 250.000 m³ and the body of water where the well serving the irrigation infrastructure is located is considered good in terms of quantity. Nevertheless, the system was subject to considerable water leakage, mainly due to the lack of modern technological solutions capable of signalling network anomalies and malfunctions.

In fact, as described in the project attached to the application for support, the pumping station consisted of a single submerged-type pump with a power of 15 KW. The auxiliary or rescue pump, of the vertical emerged type, was no longer functioning due to the flooding events of autumn 2014 that caused the flooding of the building housing the plant.

The submersible pump, operated by timed programming, feeds five distribution tanks via three separate delivery lines; three other secondary tanks are fed by gravity from the main ones. All the tanks were equipped with diaphragm valves that close when filling is complete, stopping the flow of water; when all the valves are closed, a pressure switch sensor connected to the electrical panel interrupts the pump supply. The main limitation of the system was the lack of remote control systems capable of signalling malfunctions, such as pump failure, valve closure problems or other anomalies, causing water loss and waste.

The water distribution network, consisting of 50 mm polyethylene pipelines, has been modernised over the years, but three metal pipe lines still remained to be replaced because they were prone to leakage.

The consumption meters were of the traditional type and prone to malfunctioning; the meters were permanently placed in the majority of the companies, some members instead mounted a mobile meter when in use.


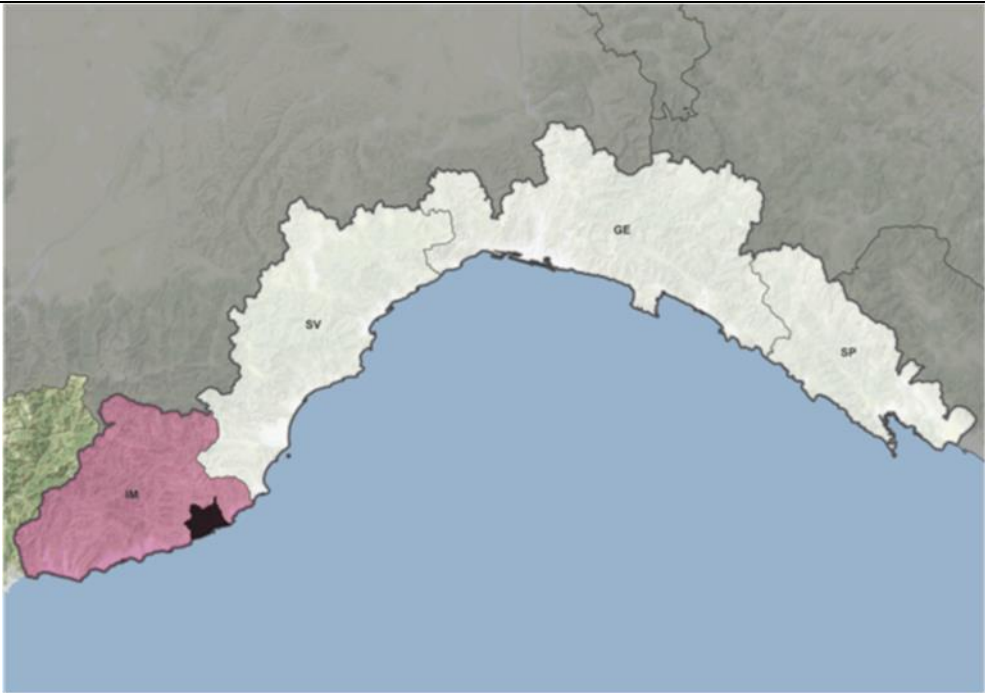
The plant service building required renovation work due to the permeability of the roof and the presence of cracks in the perimeter masonry.

Lastly, the inter-farm roads had unsound road surface conditions due to erosive phenomena caused by rainwater runoff that prevented the passage of agricultural vehicles.

The RDP intervenes to support the improvement and rationalisation of agricultural and forestry infrastructures and irrigation systems with Sub-measure 4.3; the Region, with DGR No 1210 of 28/12/2017, approved the procedures and methods for the submission of the relevant applications for support and payment. Sub-measure 4.3 provides for the adaptation of access roads to agricultural land and the realisation of works to modernise irrigation systems and the provision of meters to measure the water resource supplied, in order to reduce losses and waste of water. To this end, the Consortium prepared the project and submitted the application for support on 15/03/2018.

<i>Sustainability</i>	The intervention produces lasting economic and environmental benefits over time, improving the infrastructure at the service of agriculture and preserving a good quantity of water.
<i>Innovation</i>	The intervention introduces important innovations in the management of irrigation infrastructures, introducing modern systems for controlling the functioning of the systems and constant monitoring of withdrawals and consumption.
<i>Effectiveness</i>	The intervention is being completed. Modern control systems installed reduce the risk of waste and water dispersion, reducing withdrawals and improving the effectiveness of the distribution network.
<i>Relevance and reproducibility</i>	The intervention represents an effective response to the need to adapt irrigation systems to reduce costs for irrigation and to save water, reproducible in other situations.
<i>Integration and cooperation</i>	The intervention is integrated, favouring its adoption, with the investments for the transition to micro-irrigation made by the farms belonging to the irrigation Consortium, obtaining further effects on saving water.

2.13 Think and act Biodiversely

GENERAL INFORMATION	
	
<i>Localisation</i>	Cipressa (IM).
<i>Map</i>	
<i>Beneficiary</i>	Azienda Agricola Biodiversamente di Guadalupi Federico - Via Carmagnetta, 20.

<i>Purpose of the intervention</i>	Establish a company aimed at the conservation and protection of biodiversity and the reduction of fossil fuel consumption.
<i>Interventions implemented with RDP support</i>	SM 4.1 Investment in infrastructure related to the development, modernisation or adaptation of agriculture, SM 6.1 Business start-up aid for young farmers and SM 16.9 Support for the diversification of agricultural activities into healthcare-related activities.
<i>Keywords</i>	Social farming - disability - inclusion - hospitality - recovery of abandoned land.
<i>Financial Resources</i>	Total investment: € 38,355.82. Co-financing: € 23,013.5 (56% of the total investment).

DESCRIPTION OF THE INTERVENTION

Prior to settling in agriculture and setting up his own business, the beneficiary was already working in agriculture even if it was mainly in services for third parties, such as pruning for farms or taking care of parks and gardens mainly of private individuals.

In addition, he has been active in the field of social inclusion and reception of frail or disabled individuals, believing that agricultural activity is a great help and a possible solution to many difficult situations: in fact, he believes that agricultural activity is able to offer these individuals and their families positive opportunities for psychological support as well as income and employment.

In Liguria, as in other regions, there is a growing demand for support and assistance in this area, a demand that municipalities with their social services, local health agencies and the third sector are trying to meet.

In this context, the beneficiary took the decision to start his own agricultural activity, while partly maintaining that of services for third parties, but he wanted to do so by adopting the principles of organic farming and choosing a production sector, that of medicinal herbs and in particular from lavender, which allows to obtain an adequate income even with relatively limited areas. Above all, however, it wanted to direct the farm's activities in the social agriculture sector from the very beginning, so much so that already from the moment it began to make investments in land recovery and the planting of lavender seedlings, it joined as a partner in the "Via dei Campi" project under SM16.9 of the RDP. The project involves the participation of ASL1 of San Remo (Lead Partner), C.I.P.A.T (Center for Professional Education and Technical Assistance), the municipalities of Imperia, Diano Marina and San Lorenzo a Mare, the non-profit organization Redancia specialized in Residential Psychotherapy Interventions and supporter of inclusion projects in agriculture (therapeutic farm) along with 6 other social agriculture companies, in addition to the beneficiary's. As part of this project, the farm carried out various inclusion actions with the presence and active participation, albeit under the supervision of appointed project leaders, of disabled individuals.

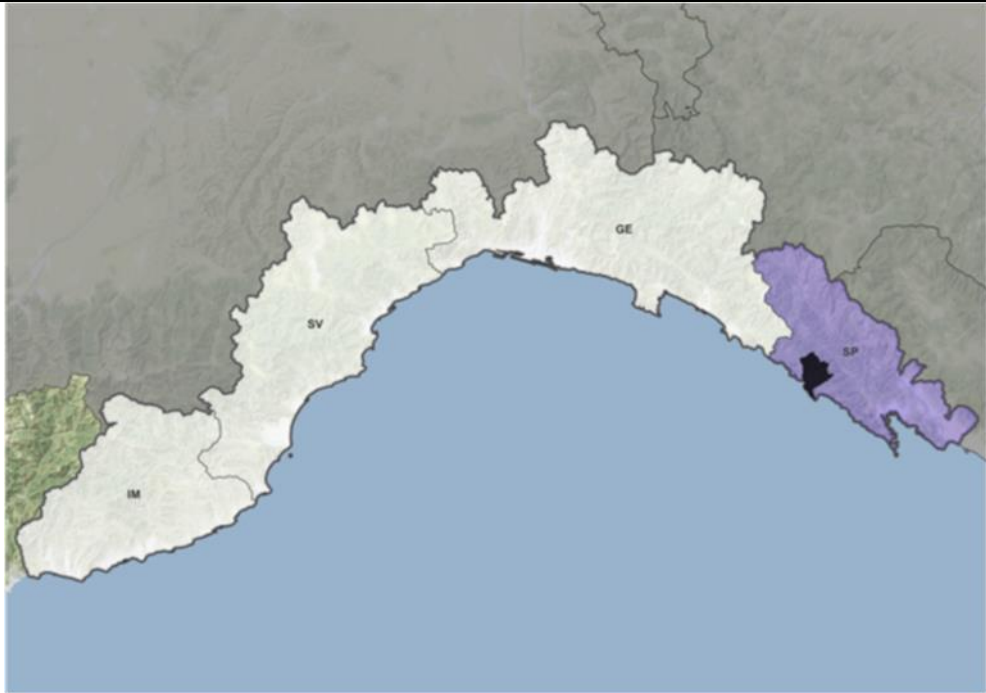
ASPECTS CHARACTERISING THE BEST PRACTICE

Sustainability	<p>Farm economic sustainability is ensured by a good ratio of production value to area involved and low financial commitment due in part to the crop's rapid entry into production.</p> <p>Organic farm that grows almost exclusively Lavender and in particular "edible" varieties, already marketed to food company (baked goods) and focusing on biodiversity, with demonstration and collection cultivation of local, rare or selected varieties</p>
Innovation	<p>Actions to engage youth with disabilities in the company have been limited in scope, but effective as well as engaging and emotionally rewarding.</p>
Effectiveness	<p>The actions to involve young disabled people in the company were limited in scale, but effective as well as emotionally involving and rewarding.</p>
Relevance and reproducibility	<p>From a technical point of view, this is not a particularly significant intervention while it is from the point of view of the type and intended use of the lavender varieties cultivated due to the presence of the uncommon local varieties in place of the more common and foreign varieties.</p> <p>In terms of production orientation, the intervention is certainly reproducible in similar contexts of slope areas close to coastal locations. It might be desirable to develop social agriculture, which many farms could adopt to characterize and complement their activities.</p>
Integration and cooperation	<p>Interventions with investments under Measures 6.1 and 4.1 are complemented by joining the "Via dei Campi" project of Measure 16.9 for the development of social agriculture.</p>

2.14 Reclaiming derelict land to relaunch oil, wine and tourism

GENERAL INFORMATION



<i>Localisation</i>	Locality Legnaro, Levanto (SP).
<i>Map</i>	
<i>Beneficiary</i>	Azienda Agricola Benchea Petrica Marian.
<i>Purpose of the intervention</i>	Recover and improve abandoned land.
<i>Interventions implemented with RDP support</i>	SM 4.1 Support for investments in agricultural holdings and SM 6.1 Start-up aid for young farmers.
<i>Keywords</i>	Abandoned land recovery - wildlife - tourism sector integration.
<i>Financial Resources</i>	Total investment: € 72.733,86. Co-financing: € 50.913,71 (70% of the total investment).
DESCRIPTION OF THE INTERVENTION	
<p>The company operates in Levanto, a well-known resort with a strong tourist connotation, but which still retains a substantial portion of residents who engage in activities that are not purely tourist-related, ensuring a certain social and economic vitality.</p> <p>Despite this, the abandonment of agricultural activities in the past decades has been substantial and has resulted in the disappearance of many farms whose owners have often turned into entrepreneurs in the tourism sector or have otherwise devoted themselves to related activities, such as catering and tourism-related services.</p> <p>In particular, abandonment has characterized the sloping areas of the large basin surrounding the locality and the flat valley floor; many vineyards have disappeared and olive groves have been invaded by spontaneous vegetation; in this context, many infrastructures such as the rural road system that used to be maintained by farmers have also deteriorated.</p> <p>In recent times, there has been a renewed interest in local productions thanks in part to the implementation of information and promotion campaigns; visitors to coastal resorts are not limited</p>	

to purely beach tourism, but have begun to appreciate local food and wine, frequent farmhouses and explore the surrounding area, appreciating its scenic and naturalistic aspects.

The emergence of this new market has prompted many entrepreneurs, not only from farming backgrounds, to reclaim abandoned land by focusing on marketing local produce through agritourism activities, direct-to-consumer sales and catering establishments.

Recovering abandoned land, however, requires substantial labor inputs, as the plots are isolated and poorly served by the road network and often subject to wildlife damage involving both agricultural production and retaining infrastructure (stone masonry).


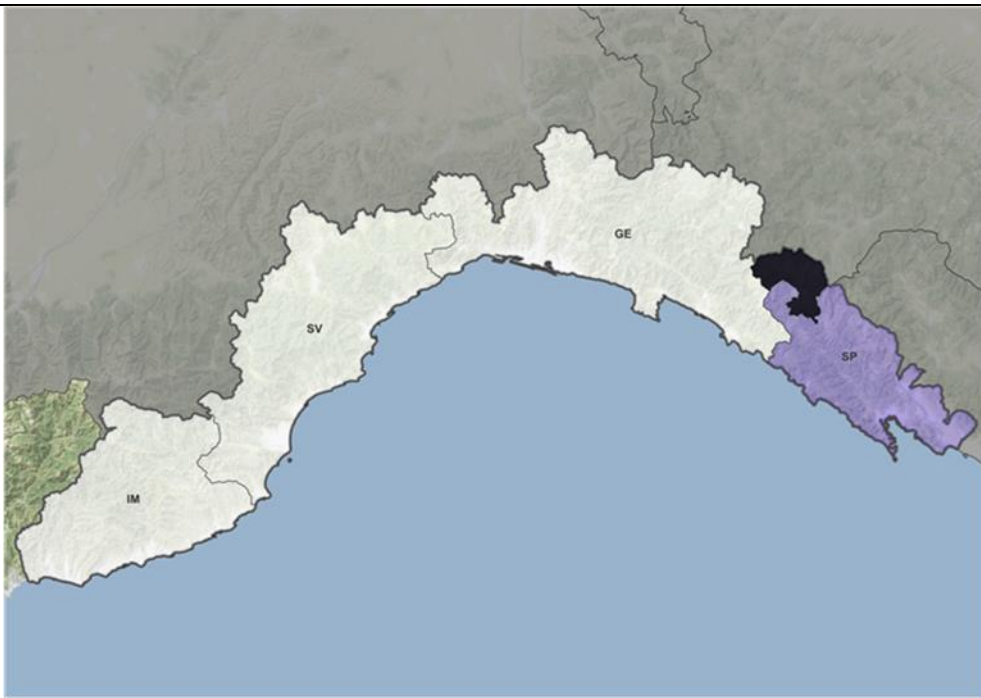
Therefore, a supply chain, still in its infancy, is being created that brings together agriculture and tourism services, ensuring a fair amount of agricultural production.

ASPECTS CHARACTERISING THE BEST PRACTICE

<i>Sustainability</i>	<p>The implementation of investments with a small monetary dimension ensured the sustainability of the interventions, which did not create financial stress on the company's accounts, but at the same time helped to generate sufficient company income to support the owner and his family.</p> <p>Semi-abandoned land has been returned to production and is now cultivated in an environmentally friendly manner, favouring ornithological biodiversity. The recovery of abandoned land, but also of pre-existing infrastructures, such as the traditional Ligurian terraces, has a very significant impact on the landscape.</p>
<i>Innovation</i>	<p>Compared to the traditional forms of plant breeding found in the area, the introduction of a new form of olive tree breeding, achieved by pruning operations, allows for more effective management resulting in a reduction in the use of phytosanitary products necessary to control phytophagous insects particularly the olive fly.</p>
<i>Effectiveness</i>	<p>The intervention was carried out in full compliance with the time, cost and objectives of the RDP, but above all in a manner consistent with the company's expectations and its development plans.</p>
<i>Relevance and reproducibility</i>	<p>The intervention represents a feasible and effective response to widespread needs in the context of the problem of agricultural land abandonment. With interventions of a small financial dimension it is possible to increase agricultural incomes, also thanks to the synergy with the tourism sector, and to ensure the permanence of agricultural activity even in marginal territories.</p> <p>The intervention to recover abandoned land is absolutely reproducible in other similar company and territorial realities, so much so that other companies operating in the territory of the municipality of Levanto are currently engaged in similar interventions. These recovery actions should be accompanied by infrastructural interventions, especially in favour of the inter-farm road system.</p>

<p><i>Integration and cooperation</i></p>	<p>The intervention complemented the actions in favour of the establishment of young farmers and those aimed at structural investments, as well as those related to support for joining quality systems.</p> <p>The intervention is integrated with the local production fabric: the increase in olive production has strengthened the cooperation with a local oil mill, which, following the major crisis due to the development of large processing facilities, has managed to safeguard the company's assets and maintain its activity, thanks to services for small companies, such as the beneficiary's, guaranteeing among other things a high level of service quality.</p> <p>The recovery of high quality local production and the consequent preservation of the peculiarities of the landscape is giving rise to a supply chain, still in its embryonic stage, that brings together agriculture and tourist services, ensuring a fair valorisation of agricultural production.</p>
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2.15 Sustainable high hill farming


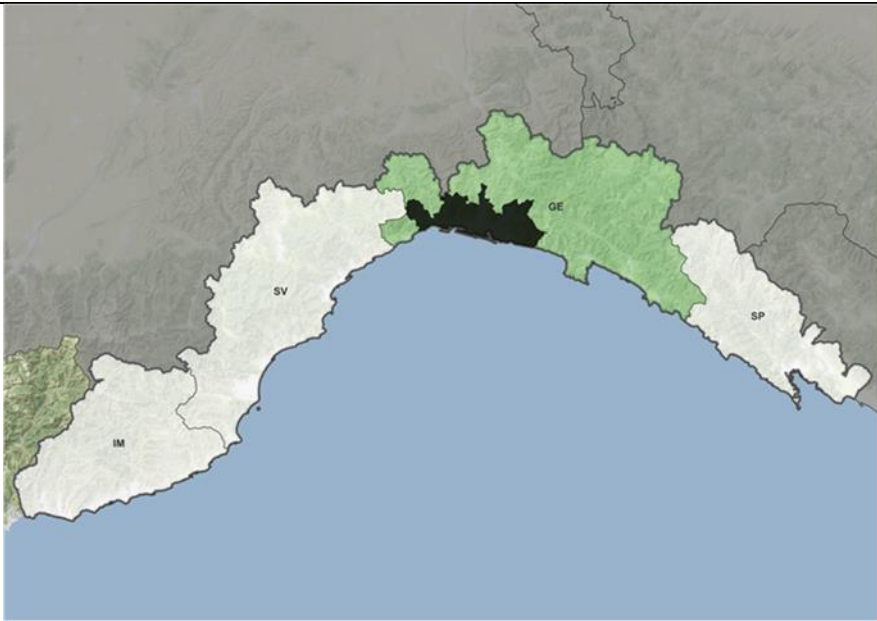
GENERAL INFORMATION	
	
<i>Localisation</i>	Locality Caranza, Varese Ligure (LS).
<i>Map</i>	
<i>Beneficiary</i>	Azienda agricola Ormeia di Biasiotti Omar.
<i>Purpose of the intervention</i>	Recovering and improving farmland to restore productive grazing areas.
<i>Interventions implemented with RDP support</i>	SM 4.1 Support for investments in agricultural holdings and SM 6.1 Start-up aid for young farmers.
<i>Keywords</i>	Grazing - abandonment - recovery.

<i>Financial Resources</i>	<p>Total investment: € 18.574,78.</p> <p>Co-financing: € 13.002,36 (70% of the total investment).</p>
DESCRIPTION OF THE INTERVENTION	
<p>The company operates in the Riviera di Levante area and specifically in the Val di Vara near the Cinqueterre coast. The area's agricultural production fabric is characterised by enterprises of modest physical and economic size and by “mixed” production orientations, with a prevalence of livestock farms geared to meat production. In Val di Vara, there has long been an organic “district” supported for several decades by the local institutions and where the zootechnical activity of meat breeding has found favourable conditions for its development, above all due to the presence of large grazing areas on high altitude land, where other production orientations are not economically advantageous.</p> <p>The beneficiary is well aware that the success of its activity is based, to a large extent, on the possibility of closing the supply chain in the local area in synergy with tour operators, also because, due to organisational shortcomings and little inclination to network with others, no one individually is able to build the logistical and distribution systems necessary to market the farm's products in wider territorial areas. Although it does not adhere to the organic quality system, the farm adopts agricultural production management methods based on environmental sustainability.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
<i>Sustainability</i>	<p>The economic and financial sustainability of the PSA is ensured by a limited investment, compatible with the size of the farm, which has nevertheless achieved appreciable results related to the increase in the number of livestock reared and a reduction in the costs related to livestock feeding.</p> <p>From the point of view of environmental sustainability, it is significant that the water regulation works on the reclaimed pasture area and the fencing were both built with locally recovered plant material and according to the principles of naturalistic engineering.</p>
<i>Innovation</i>	<p>These are interventions that, by their nature, are not characterized by a high degree of innovation. Innovation can be sought in the model of implementation of the interventions: in the context in which the company operates, the possibility of using company resources (machinery and labor) for the implementation of the interventions, without having to resort to the services of external firms, which are much more expensive, has made it possible to achieve good results for a modest financial commitment. The possibility of using this model is subject to the presence of the necessary technical skills in the company.</p>
<i>Effectiveness</i>	<p>The funded intervention was effective, but, as noted above, the achievement of all development goals was possible due to integration with other interventions supported with corporate financial and manpower resources.</p>
<i>Relevance and reproducibility</i>	<p>This is an effective approach for farms with reduced financial capacity, which adopt a production model based on wild or semi-wild farming. The improvement of farm management, thanks to works with little impact, both financially and environmentally, through the use of naturalistic engineering techniques and</p>

	<p>locally sourced materials, is an effective development model that can be absolutely reproduced in contexts similar to the Ligurian Apennines.</p> <p>Integration with tourist activities (equestrian tourism) is a fundamental element in maintaining agricultural activity and thus the land stewardship.</p>
<i>Integration and cooperation</i>	<p>Despite the many efforts to qualify the area in which the farm operates as an organized organic district, in fact farmers operate in a state of isolation and implement mainly individual initiatives, as is the case with the project under review, which is not part of any cooperative activity.</p> <p>Nevertheless, participation in promotional events organised in the region, and those held outside the region, together with the diversification of the company's productions (chilli pepper preparations) has enabled the company to improve its visibility and broaden its target market.</p> <p>The farm complements the possibilities offered by the RDP by joining Measure 10 of the RDP.</p>

2.16 Marketing and communication at the service of a Ligurian product of excellence: Basilico Genovese D.O.P.

GENERAL INFORMATION	
	
Localisation	Genoa (GE).
Map	
Beneficiary	Consorzio di Tutela del Basilico Genovese DOP. Legal representative: Mario Anfossi.
Purpose of the intervention	Implement information and communication activities on Genoese Basil PDO.

<i>Interventions implemented with RDP support</i>	SM 3.2. Support for information and promotion activities carried out by producer groups in the internal market
<i>Keywords</i>	Cooperation - promotion - digitisation - school - food education.
<i>Financial Resources</i>	Total investment: € 99.951,34. Co-financing: € 99.951,34 (100% of the total investment).

DESCRIPTION OF THE INTERVENTION

Herb production has long been of significant importance to the agricultural sector of the entire Liguria region, although it is particularly concentrated in the Ingauna area of the Albenga plain, where a solid and organized commercial activity has also developed, enabling it to reach even distant markets.

With regard to basil in particular, the production chain is particularly structured because, alongside the primary production of plants and leaves, there is a substantial share of processed product, whether semi-processed or packaged and ready for consumption.

After all, pesto, which is arguably the symbolic gastronomic product of Liguria, is now among the best-known food preparations in Italian agribusiness as a whole; not surprisingly, it is imitated and produced everywhere now, even from raw materials not of regional origin.

Alongside the primary production of basil, that of Basilico Genovese DOP has taken on special importance, which has been recognized with the quality mark precisely for the purpose of promoting and adding value to regional basil production.

Large pesto production companies, which used to use basil of various origins in the past, have recently turned to the production of a processed product that uses only Ligurian basil marked with the PDO mark, thanks in part to the activities of the protection consortium. Despite these important changes, the overall value of production remains, according to the protection consortium itself, still limited, to the point of being a critical issue. The causes are to be found in a fragmented production among many companies, an aspect that if on the one hand represents an element of social, but also structural richness (also because the Disciplinary defines mainly manual production procedures for which the flexibility of small companies counterbalances the typical advantages of larger ones), on the other hand does not help to make promotion and communication actions more effective.

In this regard, it is pointed out that the most recent estimates assume a total value of production Genoese basil PDO at around 14 to 15 million euros, which rises to 30 and more considering also the semi-finished or finished product that many companies now offer on the market.


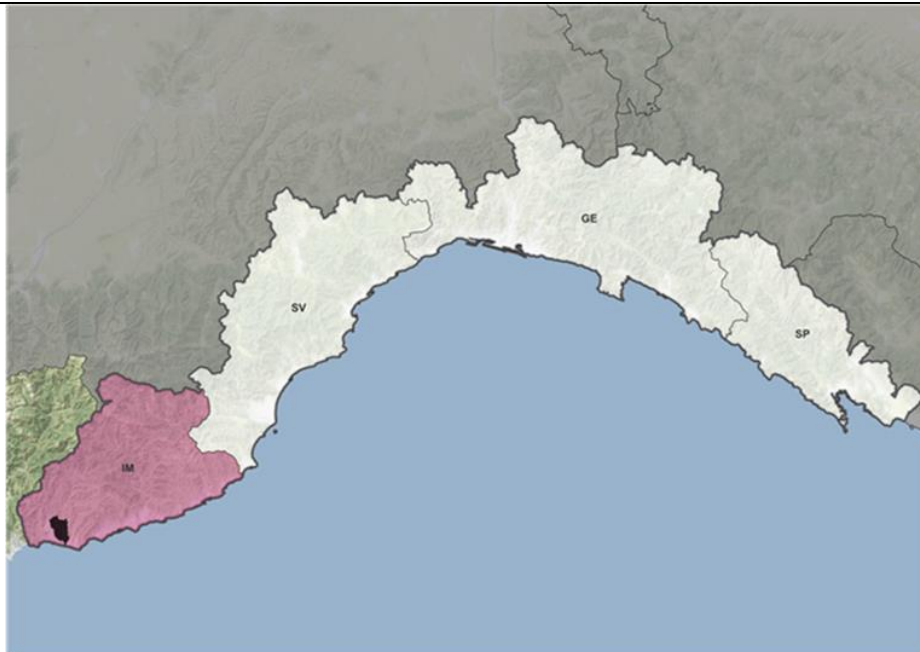
In this context, the beneficiary considers it necessary to develop, on the one hand, the supply chain segment related to agricultural production and that of processing, and on the other hand, the knowledge of the Basilico Genovese DOP brand, thus Ligurian.

These results can be achieved through a coordinated action of promotion initiatives in the market and to consumers, of which the project under consideration is, but one, albeit an important and particularly challenging one, of the many pieces that the beneficiary consortium has put in place in recent years.

ASPECTS CHARACTERISING THE BEST PRACTICE

<i>Sustainability</i>	<p>Using digital channels for dematerialized communication is certainly a sustainable way to communicate without using paper media.</p> <p>The production specification for Genovese basil PDO includes ways of selecting and sourcing seed and thus plant material, what entails safeguarding and increasing biodiversity.</p> <p>To this end, the consortium initiated a project under Measure 10 of the RDP.</p> <p>In addition, also through this project, the consortium has promoted direct farm sales, energy production from renewable sources on members' farms and the choice of packaging types with reduced environmental impact.</p> <p>Sustainability is therefore a cross-cutting theme throughout the Consortium's activities, so that consumers also perceive Basilico Genovese DOP as a product of the land in harmony with it and the environment.</p>
<i>Innovation</i>	<p>The most innovative part of the project are probably the animation actions with theatrical performances, which provide emotional experiences, but also involve new professionals (professional actors) in the promotion of product knowledge; a very different model from traditional advertising based on testimonials known to consumers.</p>
<i>Effectiveness</i>	<p>Although they are nothing new for the Consortium, the actions aimed at schools prove to be highly effective, especially in relation to the cost of carrying them out; the impact on the consumer's propensity to buy is immediate and favours direct sales and with it the remuneration of the product for the producer.</p>
<i>Relevance and reproducibility</i>	<p>For the Consortium, this is an absolutely significant project both in size and complexity.</p> <p>It is also a project that can be reproducible, particularly with regard to its work with schools in the region and beyond (e.g. the Consortium of Extra Virgin Olive Oil of the Ligurian Riviera PDO).</p>
<i>Integration and cooperation</i>	<p>In terms of integration, the project works in synergy with other similar projects of the Consortium and is largely based on data and information from the work carried out with other organisations and research bodies. In addition, the Consortium participates in numerous calls for tenders for activities consistent with this project.</p> <p>The Consortium is also currently leading two other projects submitted under M16 for the financing of promotional activities: Riviera Ligure PDO olive oil and PDO wines through the Enoteca Regionale.</p> <p>As a matter of practice, the Consortium seeks to give continuity to its promotional activities by adhering to funding opportunities as they become available.</p>

2.17 Production diversification, integration with different economic operators and territorial promotion: essential factors for revitalising agricultural activity and overcoming the crisis in the floriculture sector

GENERAL INFORMATION	
	
<i>Localisation</i>	Camporosso (IM)
<i>Map</i>	
<i>Purpose of the intervention</i>	Increasing farm mechanisation and recovering abandoned olive groves
<i>Interventions implemented with RDP support</i>	SM 4.1 "Support for investments in agricultural holdings".
<i>Keywords</i>	Brownfield rehabilitation – diversification.
<i>Financial Resources</i>	<p>Total investment realised: € 21.090,38.</p> <p>Total public contribution: € 13.254,23 (63% of the total investment).</p>
DESCRIPTION OF THE INTERVENTION	

The company operates in the area of the Riviera Ligure di Ponente, a few kilometres from the sea.

The area's farms, mostly small in size, are looking for a revival after the last few decades that have witnessed the tumultuous tourist development that has characterised the area through a profound change in production direction; the floriculture sector has suffered a major crisis and many farms have chosen to diversify production by rediscovering horticultural crops in the irrigated valley floor areas, which are well suited to local marketing, and recovering abandoned land on the slopes to reintroduce olive growing and wine growing.

In order to be more competitive, many farms set up production processing and agrotourism activities.

In any case, this is a profound conversion process that presents many unknowns and requires costly investments and high risk margins, especially for newly established companies that cannot rely on pre-existing equipment.

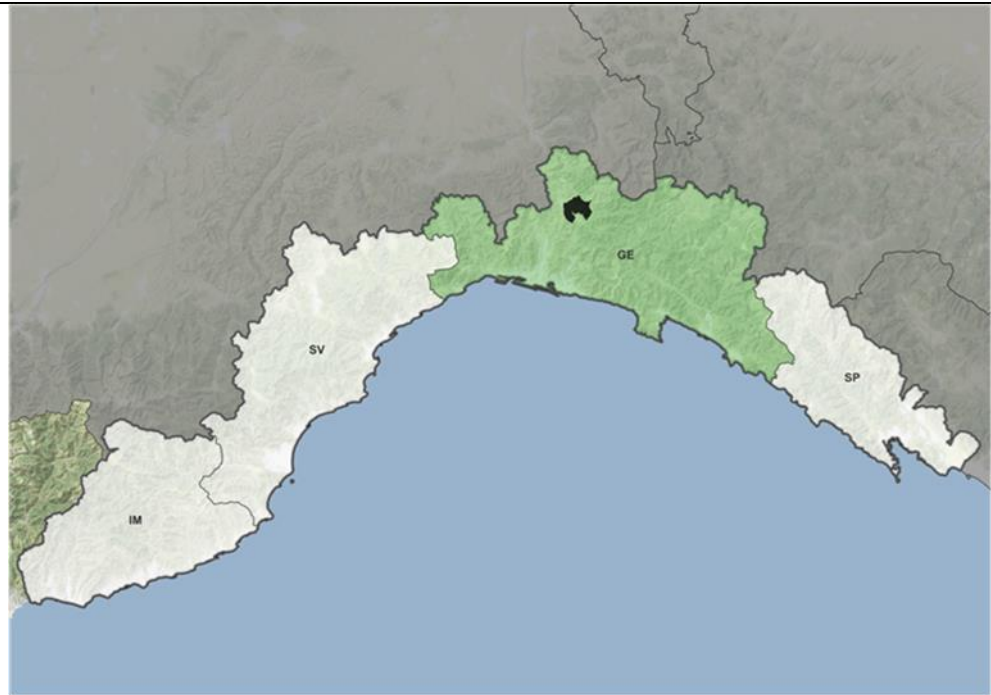
ASPECTS CHARACTERISING THE BEST PRACTICE

<i>Sustainability</i>	<p>The project proved to be economically viable due to low costs, the establishment premium and the cash flows generated by the good performance of the farming business.</p> <p>In addition to running the company with production techniques that can be traced back to organic farming, even if not yet certified, the company has equipped itself with a water treatment plant that enables the majority of the water used in production processes to be recycled.</p>
<i>Innovation</i>	<p>The investments financed are not characterised by particular elements of innovation. Innovation can be sought in the business development model that envisages the creation of niche productions (heliciculture farming), the diversification of business production, the recovery of abandoned land, and integration with other economic operators present for the promotion of the territory.</p>
<i>Effectiveness</i>	<p>The investments were effective in achieving the company's development objectives: the RDP was certainly an excellent opportunity and created the conditions to carry out even further interventions necessary for company modernisation.</p>
<i>Relevance and reproducibility</i>	<p>The intervention is considered relevant to the local context, mainly due to the diversification of activities to reconvert local companies following the crisis in the floriculture sector.</p> <p>The proposed development model, characterised by the diversification of production, integration with different economic operators (horeca) and territorial promotion by public authorities, can be reposed in similar contexts characterised by the need for a profound productive reconversion.</p>

	However, it is necessary to have a young and dynamic entrepreneurial class that can count on a decent starting capital base.
Integration and cooperation	<p>The intervention is integrated with other RDP measures in which the farm adheres , in particular Measure 10. Participation in other RDP measures is often hindered by complex procedures and certain limitations such as the possibility of purchasing used machinery.</p> <p>Cooperation with public bodies for territorial development through the organisation of events to promote local products has been fundamental. These initiatives are for now imitated and sporadic, but it is hoped that they will be increased and structured in the next period.</p>

2.18 The revival of family farming and a return to the land

GENERAL INFORMATION	
	
<i>Localisation</i>	Casella (GE).

Map	
Beneficiary	Azienda Agricola “La Piana” di Christian Scapellato.
Purpose of the intervention	Set up the farm centre with stable and outbuildings (barn, manure store, fixed equipment), and the farm dairy. Set up the farm shop.
Interventions implemented with RDP support	SM 4.1 Support for investments in agricultural holdings and SM 6.1 Start-up aid for young farmers.
Keywords	Genetics - animal welfare - inland areas - processing - direct sales.
Financial Resources	Total investment: € 350,596.35. Co-financing: € 214,380.12 (61% of the total investment).
DESCRIPTION OF THE INTERVENTION	
<p>The intervention context is that of the inland Genoese areas in the Valle Scrivia area, which is suited to livestock farming due to the presence of permanent meadows and pastures.</p> <p>As in other Alpine mountain areas, the usable surface area is mainly located on the valley slopes that do not allow a high level of mechanisation: livestock farms therefore use the more productive and mechanisable areas at the bottom of the valley for the production of hay to be used during the colder season, using the more unfavourable areas during the milder season for grazing, mainly of non-producing animals. In the past, animal husbandry was a widespread activity in this area with many active small farms, but in recent decades it has been progressively abandoned with farmers opting to work in other sectors, with economic advantages.</p> <p>This has led to a process of abandonment of fodder lands and a concentration of production in a few increasingly specialised farms.</p> <p>This geographical area is also characterised by its proximity to the coastal areas and in particular to the regional capital Genoa and by a discrete flow of tourism to and from nearby Piedmont.</p> <p>Since the climate in this area, especially in the summer, is very pleasant, many families living in the city have built or rented houses to spend holiday periods; this element, together with the proximity to the metropolitan area of Genoa, determines a discrete demand for products from local</p>	

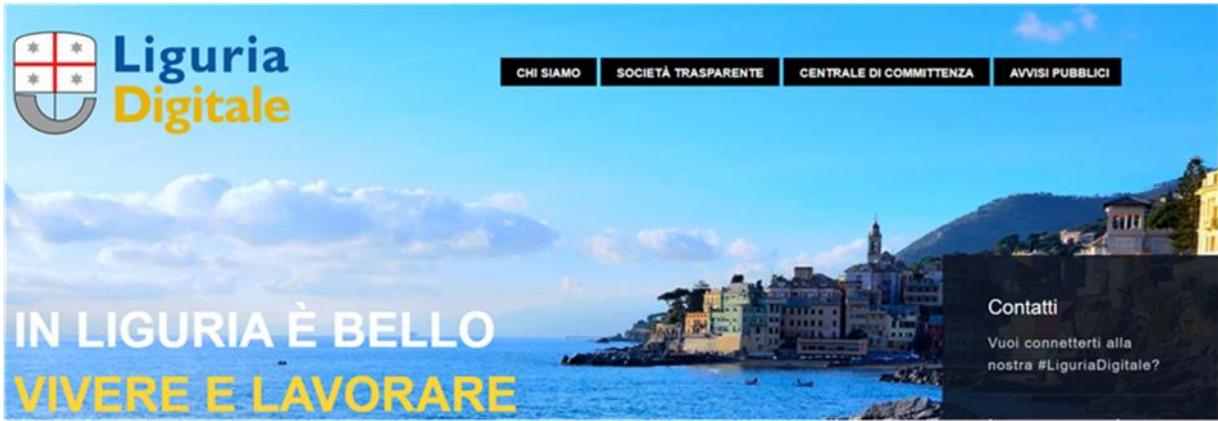
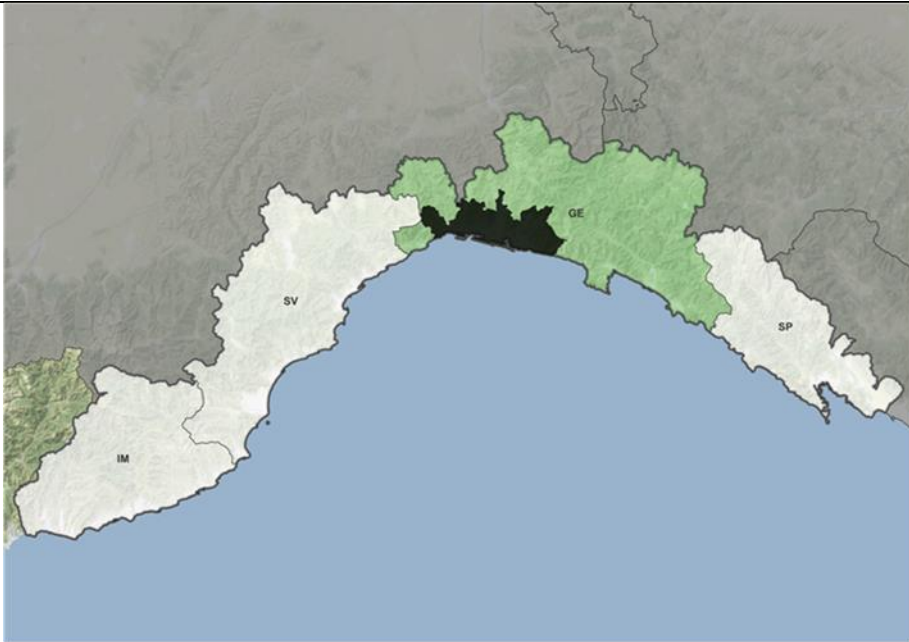
companies, which are considered excellent and “zero km”. In this context, which among other things has almost no competitors, dynamic and well-organised companies that activate forms of direct sales manage to reconcile the critical aspects of high production costs with a price level sufficient to close the disadvantage gap with companies operating in more favourable areas.

ASPECTS CHARACTERISING THE BEST PRACTICE

<i>Sustainability</i>	<p>The increase in farm size (ESU) and added value from processing, with an increase in PLV up to about 200,000 €/year, are the factors of economic sustainability, although the weight of fixed costs and unfunded loan repayments being very high. Moreover, a large part of the increased of the UAA was either uncultivated or semi-abandoned and has now reached normal productivity conditions.</p> <p>The introduction of different forage species, also by adopting the practice of sod-seeding, promotes biodiversity in general.</p> <p>The farm adheres to AA Measures (Mis 10) for both grassland and pasture and practices rotation between arable crops (potatoes in particular) and annual forage crops (sorghum. ryegrass, wheat).</p>
<i>Innovation</i>	<p>Although the direct sale of raw milk cannot be defined as an innovation per se, in this specific case it represents a commercial novelty for the company and the local context. Previously, in fact, farms organised in Cooperatives, conferred to a Central Milk Station which, by closing, had caused a certain difficulty in the sector.</p>
<i>Effectiveness</i>	<p>The investment is to be considered effective in terms of adding facilities that allow the genetic potential of the Bruno Alpina dairy cows introduced to be fully exploited. Even the processing facilities, although purchased used, allowed for a technological improvement both to diversify the product and to maintain fixed production costs per unit of product.</p> <p>A further distinguishing element is the Point of Sale, which closes the supply chain with a direct relationship with the consumer.</p>
<i>Relevance and reproducibility</i>	<p>The intervention is relevant to the local context: the return to livestock breeding and milk production restores the area's productive identity.</p> <p>All this can be reproduced in similar situations (inland areas) as long as the breeding is specialised, with high genetic value of the individuals raised and proper rationing, including fresh feed or grass silage, which at these altitudes are mainly those based on ryegrass.</p>
<i>Integration and cooperation</i>	<p>The company has played an active role in the creation of a network of Val Polcevera companies of different production orientations, some of which supply product that is marketed in the new La Piana PV.</p>

	Collaboration with other operators in the local supply chain, such as restaurateurs, is not formally regulated, but represents an additional element of success.
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2.19 Innovation & territorial promotion with a view to environmental sustainability

GENERAL INFORMATION	
	
Localisation	Genoa (GE).
Map	
Beneficiary / Lead Partner	Liguria Digitale (lead partner).
Purpose of the intervention	Promote products through a digital chain traceability system. Increase the environmental sustainability of floricultural production. Spread knowledge of the characteristics and origin of products.
Interventions implemented with RDP support	SM 16.2. Support for pilot projects and the development of new products, practices, processes and technologies.
Keywords	Traceability - sustainability - Liguria - innovation - cooperation.
Financial Resources	<p>Total investment: € 357,566.56.</p> <p>Co-financing: € 357,566.56 (100% of the total investment).</p>

DESCRIPTION OF THE INTERVENTION

About 20% of Italy's potted plant production is produced in Liguria, and of this most comes from the Ingauna area (Albenga plain).

In volume, floriculture production, largely of aromatic and medicinal and ornamental plants, stands at about 100 million pots and gives involves about 800 farms operating mainly in flat field or unheated greenhouses, thanks to favorable climatic conditions.

The volume of business exceeds 350 million euros, including ancillary industries.

This is a well-established and well-organized sector that nevertheless faces a changing overall environment, both in terms of primary production and marketing.

These include the need to comply with regulations on sanitation, the use of plant protection products, and food hygiene for edible productions, but also the increasingly stringent protocols imposed by the market and the large-scale retail trade.

In particular, the marketing system does not provide aggregate logistic bases, nor a specific characterization of Ingauna production; the Ingauna and Ligurian floricultural product in general does not have a specific connotation and the final consumer cannot recognize it, except in rare cases, as coming from the Ligurian area of cultivation, despite studies and research attesting to its many intrinsic qualities.

Even less is the knowledge of the Ligurian product in a European context, where the end consumer at best can generically recognize an "Italian" product, despite the fact that Ligurian production is the first to reach the markets.

The consequence is that prices do not allow producers to be adequately remunerated.

For these reasons, it is felt that it is necessary to work on several fronts to fill this "recognition" deficit and give greater value to the local and Ligurian product in general, in line with the objectives of the Liguria Region, which has been moving for some time to create a regional "label" following the example of other regions or autonomous provinces (South Tyrol).

The "Supply Chain 4.0" project is designed as a useful building block to build and consolidate this path, choosing a Cooperation Measure that allows the effects of the planned investments to be amplified.

For now, the project has been limited to potted plants, concerting actions also with the Ligurian EVO oil and PDO wine sectors, but these are already subject to quality regimes that protect their image and help increase their market value.

ASPECTS CHARACTERISING THE BEST PRACTICE

Sustainability	<p>It should be borne in mind that this project can be described as "experimental"; therefore, its economic and financial sustainability will have to be measured over time on the basis of the concrete spin-offs that may be recorded following the dissemination of its results.</p> <p>In general terms, for the moment the economic viability of the degradable material prototypes obtained is not yet satisfactory; however, in the medium term the floriculture sector should obtain significant economic benefits with the adoption and diffusion of the "Aromi di Liguria" brand thanks to the possible price increases of Ligurian products thus characterised.</p>
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	<p>With respect to environmental sustainability, the project is strongly marked in this sense and has already produced concrete results such as the prototype of a vase, which has functional characteristics quite similar to those of the plastic material that is still widely used today.</p> <p>A gradual, though not as rapid as would be necessary, replacement of traditional material throughout the Ligurian floriculture supply chain would have considerable impacts in reducing CO2 emissions.</p>
Innovation	<p>The project has a strong innovation content both in terms of the digitisation aspects of traceability in the supply chain, which concerns both products, materials and farms, the main protagonists of the supply chain, but also in terms of sustainability aspects.</p> <p>It should be emphasised that the innovation aspects have a strong impact precisely on farms, which will have to adopt digital systems for the traceability of their production and for self-promotion through the tools made available by the project, starting from the website to the QR code, thus playing an active and not merely passive role in the product promotion and enhancement processes.</p>
Effectiveness	<p>Considerations on the effectiveness of the project must take into account its experimental nature, but it should also be emphasized that the project itself was effective, firstly because it implemented all the planned actions, but also because it enabled the activities of the respective partners to be enhanced in a harmonized way.</p> <p>In order to ensure greater effectiveness, the partners hope to be able to follow up "supply chain 4.0" through other projects that will enable them to strengthen the already strong relationships between partners and to transfer the tried-and-true actions of an experimental nature to the operational level and to the entire Ligurian territory</p> <p>In this regard, considering that the 6 "pilot" farms have adopted the results of the project, it could be continued with other projects aimed at spreading the best practices of the project to the farms of the Ortofrutticola Cooperative and, in cooperation with other interested entities, to the entire Ligurian territory.</p>
Relevance and reproducibility	<p>The project certainly has considerable relevance to the area and the floriculture supply chain in particular, both because of the issues addressed that can boost the integration of rural areas and agricultural production with the rich and articulated economic and tourist district of the Ligurian Riviera, and because of the working method based on cooperation, moreover evidenced by the RDP measure used for its concretization.</p> <p>With respect to reproducibility, on the other hand, this is a project that is not easily reproducible given the specificity of the area in which it was born and developed, while the method of cooperation with research institutions seems highly recommendable in other areas and situations as well, in order to connote the productions that are proposed to the market and consumers with objectively found and verifiable quality markers.</p>

<p><i>Integration and cooperation</i></p>	<p>No particular integrations with other measures and sub-measures of the RDP are to be reported, although individual partners and especially the farms of the the Ortofrutticola Cooperative and CeRSAA use the investment measures or participate in the work of the LAGs.</p> <p>As for Liguria Digitale, it participated in another project as a partner, under Measure 16.2 and led by the University of Genoa, also related to an innovative activity such as the use of drones for the management and monitoring of grazing herds; however, this project was not funded due to insufficient funds available.</p>
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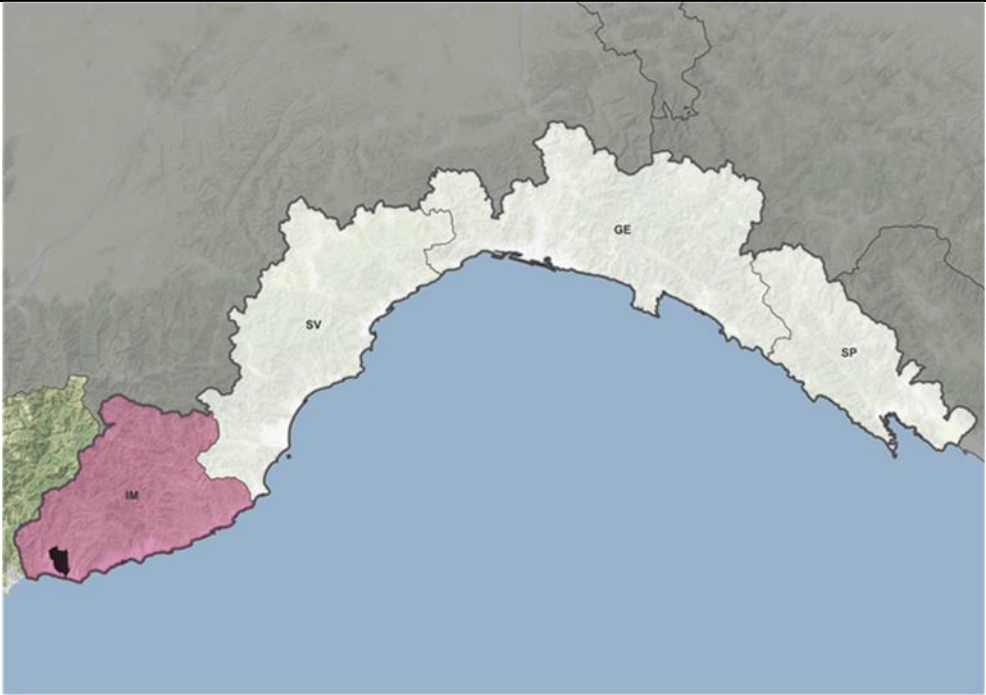
2.20 Agriculture and industry around the Camporosso seaweed

GENERAL INFORMATION



Localisation


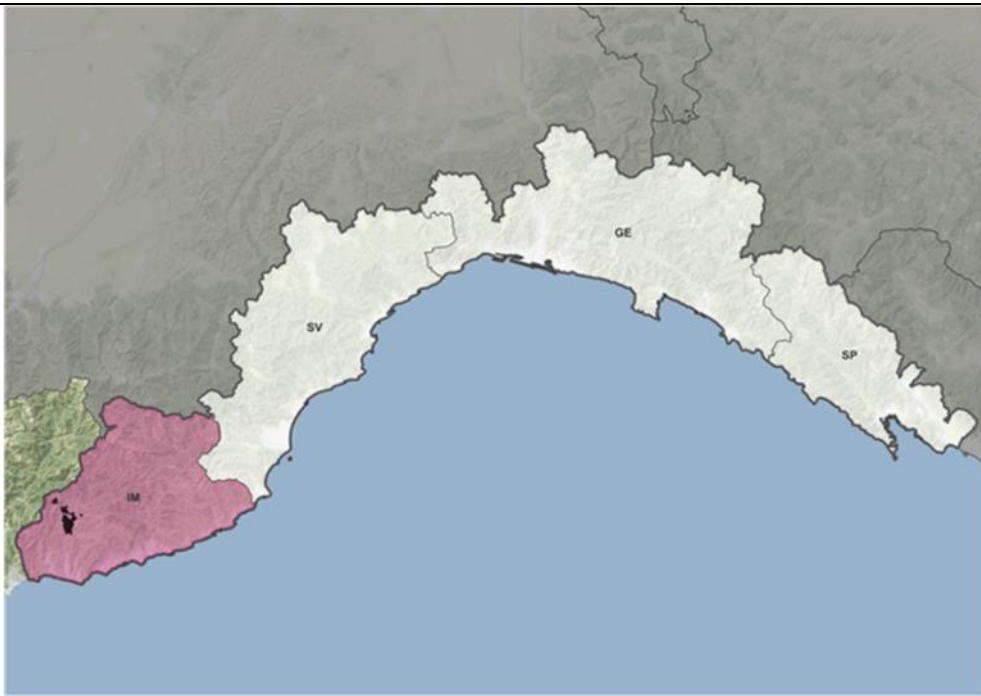
Camporosso (IM).

Map	
Beneficiary	Micro Algae Camporosso Società Agricola srl. Legal representative: Alessandro PIANA. Other partners.
Purpose of the intervention	Expanding greenhouses for algae production and new technologies using new photobioreactors.
Interventions implemented with RDP support	SM 4.1. Support for investments in agricultural holdings
Keywords	Uniqueness - scientific expertise - industry.
Financial Resources	Total investment: € 588,100.88. Co-financing: € 232,040.35 (40% of the total investment).
DESCRIPTION OF THE INTERVENTION	
<p>The Camporosso microalgae farm has settled in the area of the province of Imperia because of the availability of land and a microclimate with a particularly high number of sunny days in the year.</p> <p>The production of algae in greenhouses is very interesting because both semi-finished products and industrial preparations based on algae are characterised by an increasing demand, especially from cosmetic companies, but also from aquaculture farms for feeding fry.</p> <p>The farm was set up by the owner in order to organise the supply chain more efficiently by making primary production autonomous and this has improved performance, with the farm producing and the existing company (Archimede) purchasing all production for further processing and marketing. The farm has thus become part of an already well-tested business model where the farm provides the primary production of seaweed through to pasta, the term used to define the semi-finished product of primary production. The location is also particularly interesting for logistical reasons and for the availability of land on already owned land on the edge of the Nervia stream.</p>	

ASPECTS CHARACTERISING THE BEST PRACTICE	
Sustainability	<p>In a sector with sustained and growing demand, the investments made demonstrate the economic and financial sustainability of the project thanks in part to careful cost analysis.</p> <p>In addition to the cosmetics sector, which in fact has determined the market trend for seaweed in the past, the aquaculture fish farming sector has been added, which uses seaweed derivatives in increasing volumes and at profitable prices for producers; thus, it is possible to launch the product into more channels with advantages in terms of competitiveness and competition.</p> <p>Cultured microalgae are "biomass" by definition, and their production allows for CO2 sequestration, moreover without any use of synthetic products.</p> <p>Add to this the absolute absence of the soil nitrification phenomenon.</p> <p>In addition, in this specific case, a "closed" production cycle is fully implemented, where even the water used is recovered, treated and almost all of it is fed back into the process.</p> <p>Land consumption is negligible because the greenhouses, both the existing ones and those being financed, are built in areas already equipped for pre-existing activities near the Nervia creek, in the creek bed.</p> <p>For these reasons, the environmental sustainability of Camporosso SS Microalgae production appears to be absolutely proven.</p>
Innovation	<p>Microalgae production is characterised by highly automated processes that use complex technology and require expertise in many fields: biology, chemistry, physics, digital technologies, process automation, as well as food production technology.</p> <p>In addition to the technical aspects mentioned, in this specific case the most significant innovation, and a unique case in Liguria, is the close relationship of integration between agricultural activity and industry.</p>
Effectiveness	<p>The investment project was carried out on schedule with results that confirmed the project assumptions already underway, so much so that during the stages of investment completion additional actions were carried out, which, however, are to be considered mere evolutions of the original project.</p>
Relevance and reproducibility	<p>The intervention is certainly relevant not only for the territorial context in which it was carried out, but also for the entire Region of Liguria.</p> <p>Regarding reproducibility in similar contexts, it does not seem easy and in the short term to reproduce this business model in other realities, although the growing demand for specific algae productions, which will require some flexibility of supply. can be exploited even in smaller companies or those that do not operate within such an organized supply chain as the one in which Micro</p>

	Alghè di Camporosso SS operates, which can specialize in some specific production.
<i>Integration and cooperation</i>	On the other hand, the presence of elements of vertical cooperation within the supply chain with the company that collects and subsequently markets the production, but also externally with some customers with whom specific cosmetic product lines have been designed and produced to meet specific needs, is still underlined.

2.21 A passion for viticulture that becomes a profession

GENERAL INFORMATION	
	
<i>Localisation</i>	Dolceacqua (Im) - Loc. Casigliano
<i>Map</i>	
<i>Beneficiary</i>	Sofrà Sarleti Luca
<i>Purpose of the intervention</i>	Planting a specialised crop (DOC vineyard) on under-utilised farm land in order to increase the PLV, VA and income of a newly established young farmer.
<i>Interventions implemented with RDP support</i>	SM 6.1 Start-up aid for young farmers.
<i>Keywords</i>	DOC Vineyard - Quality Wines - wildlife protection - water regulation.
<i>Financial Resources</i>	Total investment realised: € 13.565,04. Total public contribution: € 6.782,53 (50% of the total investment).

DESCRIPTION OF THE INTERVENTION

The company operates in the area immediately upstream from the seaside resorts of the Riviera di Ponente, where in recent decades there has been a phenomenon of agricultural abandonment that has led to the closure of many agricultural activities, while small farms of limited size, often run by elderly entrepreneurs, have remained active.

Not so long ago in these areas there was a flourishing floricultural activity, but, due to the morphological characteristics of the area, these activities have been concentrated in a few specialized farms while the others have necessarily had to change their production orientations often returning to the traditional cultivation of olive trees and, as far as the specific area in which the company under review operates is concerned, vines.

Often beneficiaries, seeking added value that will remunerate capital, seek to diversify activities and transform primary production to meet the growing demand for special and niche products to be marketed through direct sales, or through the local horeca channel.

This transformation entails a great personal and financial commitment, not least because the land to be cultivated is now increasingly relegated to the steepest slopes of the valleys, and restoring it to productivity requires costly investments and subsequent technical difficulties in conducting cultivation operations, which are difficult to mechanize due to the morphology of the land.

ASPECTS CHARACTERISING THE BEST PRACTICE

Sustainability	<p>Economic sustainability is ensured by the fact that the production of DOC wine from the company's own grapes has allowed for an increase in PLV with little investment.</p> <p>Thanks to the recovery of the olive grove, the production potential of olives has also increased, but this was nullified in 2022 by a drought and unprecedented high temperatures.</p> <p>The company adheres to integrated production specifications and does not use herbicides.</p> <p>In both the vineyard and olive grove, the soil is grassed and fertilisation is purely organic. The high-efficiency drip-wing irrigation system is a practical aid in hindering the negative effects of low rainfall, which is occurring with increasing frequency, while adhering to the principle of using as little irrigation water as possible.</p>
Innovation	<p>The project involves the recovery of an old vineyard with innovative training techniques compared to the ordinary practice in the area. The high-efficiency irrigation system makes it possible to counteract the effects of climate change.</p>
Effectiveness	<p>The start-up premium was essential for the financial management of the business development plan. The sustainability of the investments was ensured by the implementation of the interventions in economy, which did not involve expenses noted for materials and third-party work.</p>

<p><i>Relevance and reproducibility</i></p>	<p>The recovery and expansion of traditional activities, such as wine-growing, through modern and rational production techniques and high-efficiency plants capable of saving resources and counteracting the effects of climate change is a development model applicable to marginal areas at high risk of abandonment.</p> <p>The development path must be accompanied by the promotion of local productions by local public authorities, its integration with the tourism sector and requires the presence of a new, adequately trained entrepreneurial class that must focus on high value-added productions (quality oil and wine) that can compensate for the high production costs that characterise marginal areas.</p> <p>The recovery of abandoned or neglected land has positive effects on the environment, biodiversity, land preservation and the enhancement of the landscape and food and wine of territories increasingly affected by growing tourist flows.</p>
<p><i>Integration and cooperation</i></p>	<p>The farm complements the possibilities offered by the Liguria RDP by adhering to agri-environmental measures; further recourse to structural measures could be hindered by the small financial dimension of the measures to be implemented in the near future, which does not justify the administrative effort required to submit a RDP application.</p> <p>The company is very interested in cooperation projects, especially if they are aimed at promoting local products, and participates in various shows and events organised by pro loco and municipalities for local tourism, but lacks a solid and structured organisation for more targeted and constant promotional actions.</p>

3 Overview and overall analysis of selected Good Practices

This Chapter proposes an attempt to evaluate the degree of "fulfillment" of the elements (or criteria) adopted in the selection of the Best Practices, achieved by each intervention examined. In other words, in the Table an attempt is made to grade and compare the judgements provided in the final part of the individual monographic sheets illustrated in Chapter 2 above.

The ratings are given according to a three-level rating scale (low, medium, high) and are intended as the result of qualitative processing by the Evaluation Group, based on the information gathered through secondary data analysis and direct surveys.

Looking at the table below as a whole, one observes:

- ▶ an overall medium-to-high level of **economic sustainability**, which is also the result of the ex-ante assessments of SAPs carried out in the appraisal of applications for support, concerning precisely the financial sustainability of investments;
- ▶ a high degree of **environmental sustainability**, especially in projects of an infrastructural nature (in particular irrigation projects) and in the forestry field; for business development interventions, on the other hand, the environmental benefits are often indirect, i.e. identifiable in the positive effects that the start-up and permanence of new enterprises entails in curbing the trend of depopulation of inland areas (a factor in the loss of the active presence of the territory and its environmental and landscape values);
- ▶ there are two interventions that have proven to achieve results in terms of **social sustainability** - with a "high" rating, moreover, having pursued growth objectives that promote both inclusion and entrepreneurial development;
- ▶ more heterogeneous is the degree of fulfilment of the **innovation** criterion which, in one third of the cases, was judged as medium-low as a result of the identification of a limited number of significant elements or novelties in both production processes and product types. At the same time, high evaluations emerged in 8 cases investigated, 3 of which related to entrepreneurial activities led by young farmers;
- ▶ together with the criterion of environmental sustainability, the criterion of **effectiveness** also shows a high degree of fulfilment, both in terms of the timing of implementation of the measures and in terms of achieving the expected results. The ability to achieve results consistent with what was indicated in the design phase therefore characterises transversally all the projects implemented with both ordinary measures and complex design. This means, in the evaluator's opinion, that the financed interventions had the capacity to provide concrete answers to the entrepreneurial/sectoral needs for which they were activated;
- ▶ the criteria of **relevance and reproducibility**, on the other hand, reached generally medium-high levels, registering a significant result as this is a decisive criterion in the identification of a BP. Exceptionally, only 6 BPs recorded a low level of reproducibility substantially because they are linked to unique entrepreneurial or agricultural models. In this case the BPs act as a driving force for the region and/or a positive example to be inspired by for an overall improvement of the regional agricultural sector;
- ▶ finally, the degree of **integration** between RDP instruments or other Programmes **and of cooperation** between subjects was heterogeneous among the different BPs and tended to be at an average level. However, a positive and proactive entrepreneurial spirit can be detected, which, in this phase, gave the right push to the activation of the interventions and

which declared to have ideas for future development capable of involving not only their own activity/company, but also the reference context/industry.

Table 1 - Summary of the characterising elements (selection criteria) of the 21 selected Best Practices (X = low - XX = medium - XXX = high)

Nr.	Survey year	Title	Place of intervention	Province	Beneficiary	SM	Elements characterizing the Best Practice: level of fulfillment achieved				
							Sustainability	Innovation	Effectiveness	Relevance and reproducibility	Integration and cooperation
1	2019	Agricultural brewery	Sassello	SV	Birrificio Altavia	4.1, 4.2, 6.1, 6.4	XXX (economic) XX (environmental)	XX	XXX	XX (relevance) XX (reproducibility)	XXX (integration) XXX (cooperation)
2	2019	Innovations in a dairy	Rezzoaglio	GE	Caseificio Val d'Aveto srl	4.2	XXX (economic) XX (environmental)	XXX	XXX	XX (relevance) X (reproducibility)	X (integration) XX (cooperation)
3	2019	The Beigua snail	Sassello	SV	La Chiocciola del Beigua SS agricola	4.1, 6.1	XX (economic) XX (environmental)	XXX	XXX	XX (relevance) X (reproducibility)	X (integration) XX (cooperation)
4	2019	Breeding goats in the mountains	Sassello	SV	Cascina Giacobbe	4.1	XX (economic) XXX (environmental)	X	XX	XX (relevance) XX (reproducibility)	X (integration) X (cooperation)

Nr.	Survey year	Title	Place of intervention	Province	Beneficiary	SM	Elements characterizing the Best Practice: level of fulfillment achieved				
							Sustainability	Innovation	Effectiveness	Relevance and reproducibility	Integration and cooperation
5	2019	Young olive grower	Imperia	IM	Azienda agricola famiglia Aicardi	4.1, 6.1	XXX (economic) XX (environmental)	X	XXX	XXX (relevance) XXX (reproducibility)	XX (integration) XX (cooperation)
6	2019	Rosemary on the Ligurian Riviera	Borghetto Santo Spirito	SV	Azienda agricola Ortingauinia	4.1	XXX (economic) XX (environmental)	XX	XXX	XX (relevance) XX (reproducibility)	X (integration) X (cooperation)
7	2019	Restarting basil production after flooding	Genoa	GE	Azienda agricola Cambiaso	5.2	XXX (economic) XX (environmental)	XXX	XXX	XX (relevance) XX (reproducibility)	X (integration) X (cooperation)
8	2019	Restarting organic fruit and vegetable production after the floods	Genoa	GE	Società agricola Orti di Staglieno	5.2	X (economic) XXX (environmental)	X	XXX	XX (relevance) XX (reproducibility)	XX (integration) X (cooperation)
9	2019	Recovery and protection of forest stands	Masone	GE	Società Cooperativa Agricola Punta Martin	8.3, 8.4	XX (economic) XXX (environmental)	XX	XX	XXX (relevance) XXX (reproducibility)	XX (integration) XX (cooperation)

Nr.	Survey year	Title	Place of intervention	Province	Beneficiary	SM	Elements characterizing the Best Practice: level of fulfillment achieved				
							Sustainability	Innovation	Effectiveness	Relevance and reproducibility	Integration and cooperation
10	2019	Forest management and stand defence	Monte Göttero, Varese Ligure	SP	Società Floricoltura Vivai Cademartori	8.3	XX (economic) XXX (environmental)	XXX	XX	XXX (relevance) XXX (reproducibility)	X (integration) XX (cooperation)
11	2019	Infrastructure for access to agricultural and forestry land	Varese Ligure	SP	Comune di Varese Ligure (SP)	4.3	XX (economic) XXX (environmental)	X	XX	XX (relevance) XX (reproducibility)	XX (integration) XX (cooperation)
12	2019	Irrigation infrastructure	Ortovero	SV	Consorzio Irriguo di Miglioramento Fondiario Pogli diOrtovero	4.3	XX (economic) XXX (environmental)	XXX	XXX	XX (relevance) XX (reproducibility)	XXX (integration) XXX (cooperation)
13	2023	Think and act Biodiversely	Cypress	IM	Az. Agricola BIODIVERSAMENTE di Guadalupi Federico	4.1, 6 .1, 16.9	XX (economic) XXX (environmental) XXX (social)	X	XXX	XXX (relevance) XXX (reproducibility)	XXX (integration) X (cooperation)
14	2023	Reclaiming derelict land to relaunch oil, wine and tourism	Locality Legnaro, Levanto	SP	Az. Agr. Benchea Petrica Marian	4.1, 6 .1	XXX (economic) XXX (environmental)	XXX	XXX	XXX (relevance) XXX (reproducibility)	XXX (integration) XXX (cooperation)

Nr.	Survey year	Title	Place of intervention	Province	Beneficiary	SM	Elements characterizing the Best Practice: level of fulfillment achieved				
							Sustainability	Innovation	Effectiveness	Relevance and reproducibility	Integration and cooperation
15	2023	Sustainable high hill farming	Locality Caranza, Varese Ligure	GE	Az. Agricola Ormeia di Biasotti Oman	4.1, 6 .1	XX (economic) XXX (environmental)	X	XX	XX (relevance) X (reproducibility)	X (integration) X (cooperation)
16	2023	Marketing and communication at the service of a Ligurian product of excellence: Basilico Genovese D.O.P.	Genoa	GE	Consorzio di Tutela D.O.P. Basilico genovese	3.2	XX (environmental)	XX	XX	XX (relevance) XX (reproducibility)	XX (integration) X (cooperation)
17	2023	Production diversification, integration with different economic operators and territorial promotion: essential factors for revitalising agricultural activity and overcoming the crisis in the floriculture sector	Camporosso	IM	La Lumaca della Val Nervia	4.1, 6 .1	XX (economic) XXX (environmental)	XX	XX	XX (relevance) X (reproducibility)	XX (integration) XX (cooperation)
18	2023	The relaunch of family farming and a return to the land	Savignone	GE	Azienda Agricola "La Piana" di Scapellato Cristian	4.1, 6 .1	XXX (economic) XXX (environmental)	XX	XXX	XX (relevance) XX (reproducibility)	XXX (integration) XX (cooperation)

Nr.	Survey year	Title	Place of intervention	Province	Beneficiary	SM	Elements characterizing the Best Practice: level of fulfillment achieved				
							Sustainability	Innovation	Effectiveness	Relevance and reproducibility	Integration and cooperation
19	2023	Innovation & territorial promotion with a view to environmental sustainability	Genoa	GE	Liguria Digitale s.p.a.	16.2	XX (economic) XX (environmental)	XX	XX	XX (relevance) XX (reproducibility)	XX (integration) XX (cooperation)
20	2023	Agriculture and industry around the Camporosso seaweed	Camporosso	IM	Microalghe camporosso societa' agricola s.r.l.	4.1	XX (economic) XXX (environmental) XXX (social)	XXX	XXX	XX (relevance) XX (reproducibility)	X (integration) XXX (cooperation)
21	2023	A passion for viticulture that becomes a profession	Locality Casignan, Dolceacqua	IM	Azienda Agricola Sofrà Sarletti Luca	6.1	XX (economic) XXX (environmental)	XXX	XXX	XX (relevance) XX (reproducibility)	XXX (integration) XXX (cooperation)