Regione Toscana

Youth Entrepreneurial Spirit Specialists E+ Project

Youth entrepreneurship -good practices in rural Europe: Tuscany

Where we are

Tuscany is a region located in central Italy with an area of about 23,000 square kilometres (8,900 square miles) and a population of about 3.8 million inhabitants (2013). The regional capital is Florence (Firenze).

It is known for its landscapes, history, artistic legacy, and its influence on high culture. It is the birthplace of the Italian Renaissance and has been home to many figures influential in the history of art and science

Tuscany is divided into nine provinces and one Metropolitan City:

Province	Area (km²)	Population	Density (inh./km²)
Province of Arezzo	3,232	345,547	106.9
Metropolitan City of Florence	3,514	983,073	279.8
Province of Grosseto	4,504	225,142	50.0
Province of Livorno	1,218	340,387	279.4
Province of Lucca	1,773	389,495	219.7
Province of Massa and Carrara	1,157	203,449	175.8
Province of Pisa	2,448	409,251	167.2
Province of Pistoia	965	289,886	300.4
Province of Prato	365	246,307	674.8
Province of Siena	3,821	268,706	81.9

The unemployment rate stood at 6.7% in 2019 and was slightly lower than the national average (10%)

The Youth Unemployment rate in 2019 was 23,6%, while at national level was 29,6%

About us

Tuscany Region is a Public Regional Authority
with legislative, administrative, and financial autonomy.
It is responsible, on a regional level, for policies including Education, Employment,
Economic Development, Social issues, Healthcare, Agriculture and Environment.

What we do

Tuscany Region is a regulatory Institution for VET and it manages the Public Employment Services system (PES) within its territory according to National and regional law.

Within the network of regional employment public centres (PES) career and vocational guidance activities are provided for different social groups (people with disabilities, unemployed, women, minority ethnic people, ex-prisoners, youth at risk of school dropout, Neet).

The PES System

Tuscany Region has set up a network of 52 local employment centres (PES) within its territory, in within the 10 provinces of its territory

PES provide for public services to improve employability and promote the matching between demand and supply of labour.

The Vocational Training System

Tuscany Region has an active role in accreditation, certification, qualification and recognition of skills, knowledge and competencies in training system (formal, non-formal, informal) with reference to RQF and NQF.

VET is designed to promote the employability, lifelong learning and the competitiveness, stability and quality of work. For the 2014-2020 ESF programming period, concerning training, Tuscany Region is devoting particular attention to updating skills that are required for better implementation of the production system's innovation processes, especially through the dual system, apprenticeships, work-based learning and by improving the skills of young people within schools, in particular those relating to self-employment.

Tuscany Region Rural Areas

Zone FEASR 2014/20
- A
- B
- c1
- c2
- D
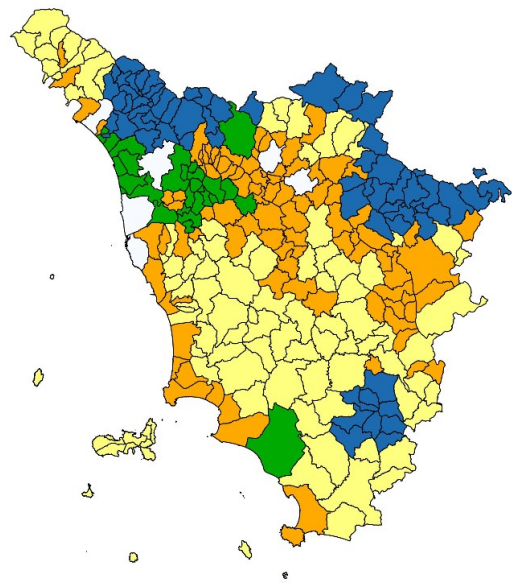
Accordingly to 2014-2020 European Agricultural Fund for Rural Development (EAFRD) for Tuscany:

A. Urban and peri-urban areas;

B. Rural areas with intensive agriculture;

C1. Intermediate rural areas in transition;

C2. Intermediate rural areas in decline;

D. Rural areas with development problems..

A Tuscany Region best practice:
Community Cooperatives in Rural Areas

Community cooperatives are created by local communities in rural areas and sparsely populated areas with the aim to promote and provide economic and social services.

Legal framework: at regional level, within laws and policy instruments in the field of collaborative economy.

Community Cooperatives
in practice

Community Cooperatives are a model of social innovation

citizens of a community organize themselves to be producers and users of goods or services, promoting synergies, opportunities for growth and cohesion within the community.

Community cooperatives are able to respond to multiple mutual needs.

In recent years, this particular type of cooperative has spread to Tuscany, thanks to the commitment of the Region

Within the framework of its guidelines reported in #CollaboraToscana Green Book Tuscany Region has supported their establishment through two calls for proposals and a specific law approved in 2019.

Libro verde
#COLLABORATOSCANA
PER UN'AGENDA REGIONALE SULL'ECONOMIA COLLABORATIVA E I BENI COMUNI

COLLABORATOSCANA

Regione Toscana

Cooperative Communities:
the regional support

Financial Tools

they are aimed at promoting the startup at local level, in collaboration with Anci (National Association of Municipalities)

- Financial support for cooperative sturtup
- Learning opportunities
- Process facilitation: hubs, investment events, promotion etc.

Some of our community cooperatives:

"Vivi Petroio"

The cooperative is largely made up of young people and newly established local businesses themselves run by young people.

Aim:

- to revitalize the village of Petroio by creating a community cooperative that connects local citizens and businesses to recover skills and professionalism, improve living conditions and enhance the local reality. Together, they intend to organize spaces and activities dedicated to goods and services of primary necessity for the community, such as the health shop, help for the elderly, the management of a farmers' market.

- to create, manage and relaunch:
  - a widespread hotel within the Borgo;
  - a small local craft shop;
  - the Terracotta Museum, the only one of its kind in Italy;
  - a coffee and food shop at risk of closure;
  - a hotel / restaurant in the center of the village in the Brandano Palace owned by the Municipality, a space for the participatory enhancement of the community.

Some of our community cooperatives:

«Parco Vivo»

http://coopdicomunita.toscana.it/-/parco-vivo-societa-cooperativa
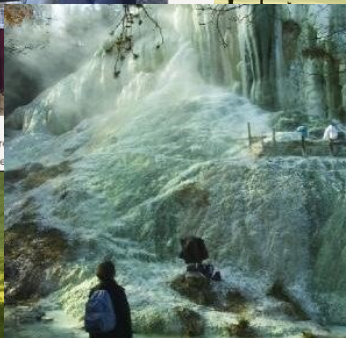
It is aimed at the recovery, protection and management of the Park of the Springs of Vivo d'Orcia and the activation of all services necessary for maintaining and improving the quality of life of the community itself.

The idea started up from the marvelous environmental asset of the small village, precisely by its spring water heritage, for which the village was called "The Water Country".

The old building of the schools owned by the municipality that laid unused is now used as the headquarters of the nascent Cooperative.

A new idea for the coming future?

A town in Tuscany becomes the first smart working village in Italy!

Due to the Covid-19 pandemic, smart working (which will also be one of the themes of the Forbes Digital Revolution) inevitably continues to be an element of discussion between companies and workers. Some would like it forever, others, however, would accept it only in a hybrid system: where the offline offered by the office is inextricably combined with the online smartworking.

Un comune della Toscana diventa il primo smart working village d'Italia

di Massimiliano Carrà
Staff

Forbes

Comune di Santa Fiora – foto di.Alfonso Fiorentino (pubblicata sulla pagina Facebook del comune)

A causa della pandemia da Covid-19, lo smart working (che sarà anche uno dei temi del Forbes Digital Revolution) continua inevitabilmente ad e elemento di discussione tra aziende e lavoratori. Alcuni lo vorrebbero per sempre, altri, invece, lo accetterebbero solo in un sistema ibrido: dove l'of offerto dall'ufficio si coniuga indissolubilmente con l'online dello smartworking.

Qui, in questo modello ibrido, si inserisce il progetto tutto toscano del "Santa Fiora smart village", il primo smart working village d'Ita

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Here, in this hybrid model, the all-Tuscan project of the "Santa Fiora smart village", the first smart working village in Italy, fits. Imagined by the municipality of Santa Fiora, in the province of Grosseto, "in order not to give up - as the body itself reveals - to their work, but to manage it in a new way, away from the chaos of big cities", this new project would allow to "realize the dream of living, at least for a period, in a small mountain village ".

Made possible by the "recent arrival of the ultra-broadband", the idea of the first smart working village in Italy, as well as potentially being an important communication signal, could allow the municipality of Santa Fiora to attract a very large pool of Italian workers , thus giving a decisive boost to tourism and to the Tuscan institution's funds.

Thank you!

Contacts

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