

CONSORZIO  
ATTIVITÀ  
PRODUTTIVE  
AREE E SERVIZI



RIGENERARE  
AREE INDUSTRIALI } #farelab

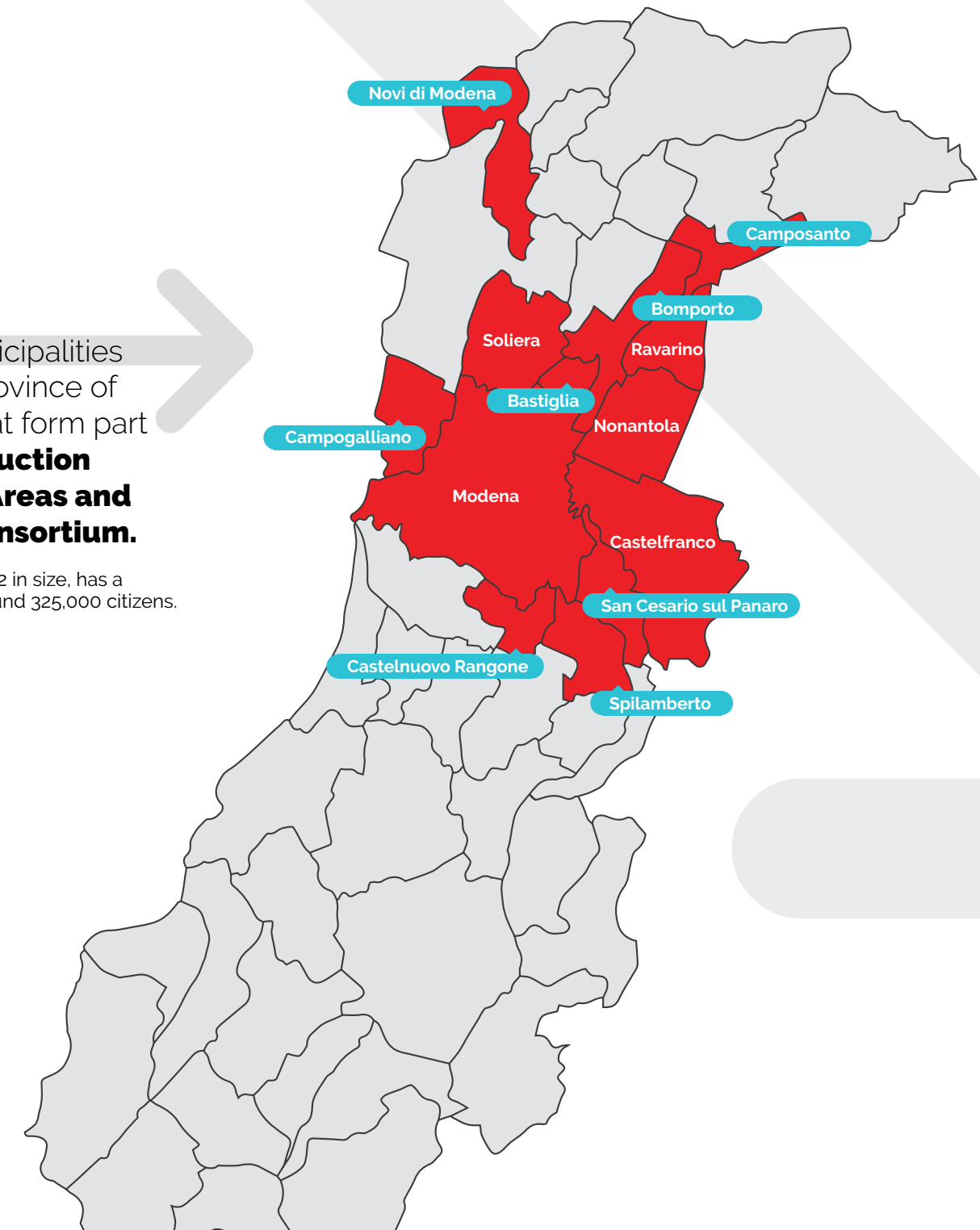
# We Design and Manage **Industrial Areas** to Develop Networks (#FaReLab) and Supply Infrastructure and Quality Areas

**The Production Activities Areas and Service Consortium comprises 13 Municipalities from the Province of Modena:**

Bastiglia, Bomporto, Campogalliano, Camposanto, Castelfranco Emilia, Castelnuovo Rangone, Nonantola, Novi di Modena, Ravarino, San Cesario sul Panaro, Soliera and Spilamberto as well as the Municipality of the City of Modena.

The 13 Municipalities from the Province of Modena that form part of the **Production Activities Areas and Service Consortium**.

This area, 660 km<sup>2</sup> in size, has a population of around 325,000 citizens.



# About us

## In 1973 the district plan of production activities was developed and expanded to the 10 Municipalities that surround the administrative capital

The Inter-Municipal Consortium for production areas was set up in 1974, a forerunner to the future Production Activities Consortium

### History

The current members are the 13 Municipalities of the Province of Modena: Bastiglia, Bomporto, Campogalliano, Camposanto, Castelfranco Emilia, Castelnuovo Rangone, Nonantola, Novi di Modena, Ravarino, San Cesario sul Panaro, Soliera and Spilamberto as well as the Municipality of the City of Modena. **This area, 660 km<sup>2</sup> in size, has a population of 325,000 citizens.**

The goal of the Consortium is the reorganisation and economic development of the territory, with particular reference to the balanced growth of the production sectors, the streamlining of sites through the planning and management of production areas, as per the powers established by Law 865 of 22.10.1971, as well as the promotion of initiatives aimed at highlighting the social meaning of work, as part of the more general economic and territorial balance of the Province.

It is a Public Authority with its own legal personality, having an institutional nature, for the performance of non-commercial activities. On request, and with the consent of the Consortium Members, it can promote and manage public services, construct and carry out public works, perform activities of an institutional and social nature, and help foster the economic and civil development of the local communities covered by the Consortium.

The Members' Meeting of 16 January 2015 approved the 2014-2019 Project Strategy Document, allocating a new active role to the Consortium which must therefore become an operating instrument of the Local Authorities in the production activities sector that is able to respond to the challenges of the Europe 2020 strategy: planning, design, consultancy, management, innovation.

The Consortium aims to play an active role in the Metropolitan Area of the new Province, becoming a frame of reference for all that regards business policies, also for administrations that do not form part of it, cooperating and supplying infrastructure and attractive and high-quality industrial areas.

The Board of Directors' meetings of 25/05/2015 and 16/07/2015 approved the Three-Year Plan (2015-2017) of actions proposed by director Luca Biancucci, attributing the Consortium an active role in the industrial planning of the territory and the status of a technical body that seeks to promote the attractiveness, competitiveness and redevelopment of Modena's production sector.

### Organs

**Chairman of the Board of Directors:** Anna Maria Vandelli  
**Director:** Luca Biancucci

#### CONSORTIUM CONVENTION

Francesca Silvestri, appointed Convention Chairman, Mayor of **Comune di Bastiglia**

Alberto Borghi, Mayor of **Comune di Bomporto**

Paola Guerzoni, Mayor of **Comune di Campogalliano**

Antonella Baldini, Mayor of **Comune di Camposanto**

Carlo Bruzzi, Mayor of **Castelnuovo Rangone**

Leonardo Pastore, representative Mayor of **Comune di Castelfranco Emilia**

Anna Maria Vandelli, representative Mayor of **Comune di Modena**

Federica Nannetti, Mayor of **Comune di Nonantola**

Maurizia Rebecchi, Mayor of **Comune di Ravarino**

Gianfranco Gozzoli, Mayor of **Comune di San Cesario sul Panaro**

Roberto Solomita, Mayor of **Comune di Soliera**

Umberto Costantini, Mayor of **Comune di Spilamberto**

Luisa Turci, Mayor of **Comune di Novi di Modena**

#### BOARD OF DIRECTORS

Anna Maria Vandelli (President)

Antonella Baldini

Alberto Borghi

Umberto Costantini

Luisa Turci

### Offices

Administrative Manager: Maria Cristina Mauriello

Administration Office: Davide Maselli

Technical Office Section Manager: Silvio Berni

Technical Office: Raffaello Vallone - Andrea Pozzi

Accounts: Barbara Melotti

Secretary's Office: Rita Bovo

Secretary: Mirella Corradini, at the Municipality of Camposanto

### Partners



### PIP areas

Since it was founded the Consortium has given/allocated companies - landlords and leaseholders - around 2.7 million m<sup>2</sup> of buildable area for Production Installation Plan. Over 400 companies have moved into these sites. PIP (Production Installation Plan) areas are areas of land reserved for production activities sold to companies at particularly advantageous prices compared to the standard market prices (between 30% and 50% less on average).

It has therefore contributed greatly to development, freeing business owners of significant real estate costs and enabling them to focus their financial resources on investments in production. It is no coincidence that since the 1960s Modena's craft industry has stood out for its strong propensity to invest in 'new technologies'.

The use of the areas is regulated by agreements that establish restrictions, duration and rates per square metre in the Consortium's various partner Municipalities. The Production Activities Consortium establishes agreements with partner businesses for two types of sales: property or leaseholds. The agreement prohibits sale or leasing (unless authorised) in the first five years following the date of the complete conformity with standards of a pre-established minimum constructed area.

In any case, for all 15 years of validity of the relative agreement restrictions, sale or rental prices above the values obtained by applying the established calculation and updating methods (based on the verification of the costs borne indexed according to the Istat index for industrial buildings) are not permitted. In addition, for the allocation of lots, procedures regulated according to priority criteria are applied, selecting companies with the goal of improving the economic and planning conditions of each partner Municipality.

# Main activities and services of the Consortium



The Consortium implements Production Installation Plans (PIP) as part of the regional planning process.

The PIP areas are areas of land reserved for production activities and allocated to companies at special prices. In recent years the Consortium has diversified its activities and services on the suggestion of the partner Municipalities, developing important works and infrastructure for the local area.



**Industrial Areas**



**APEA and EU Funds**



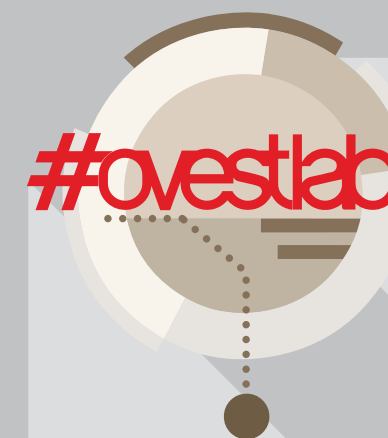
**Agreements and Synergies**



**#FaReLab**



**#Rigenerazione Aree Industriali**



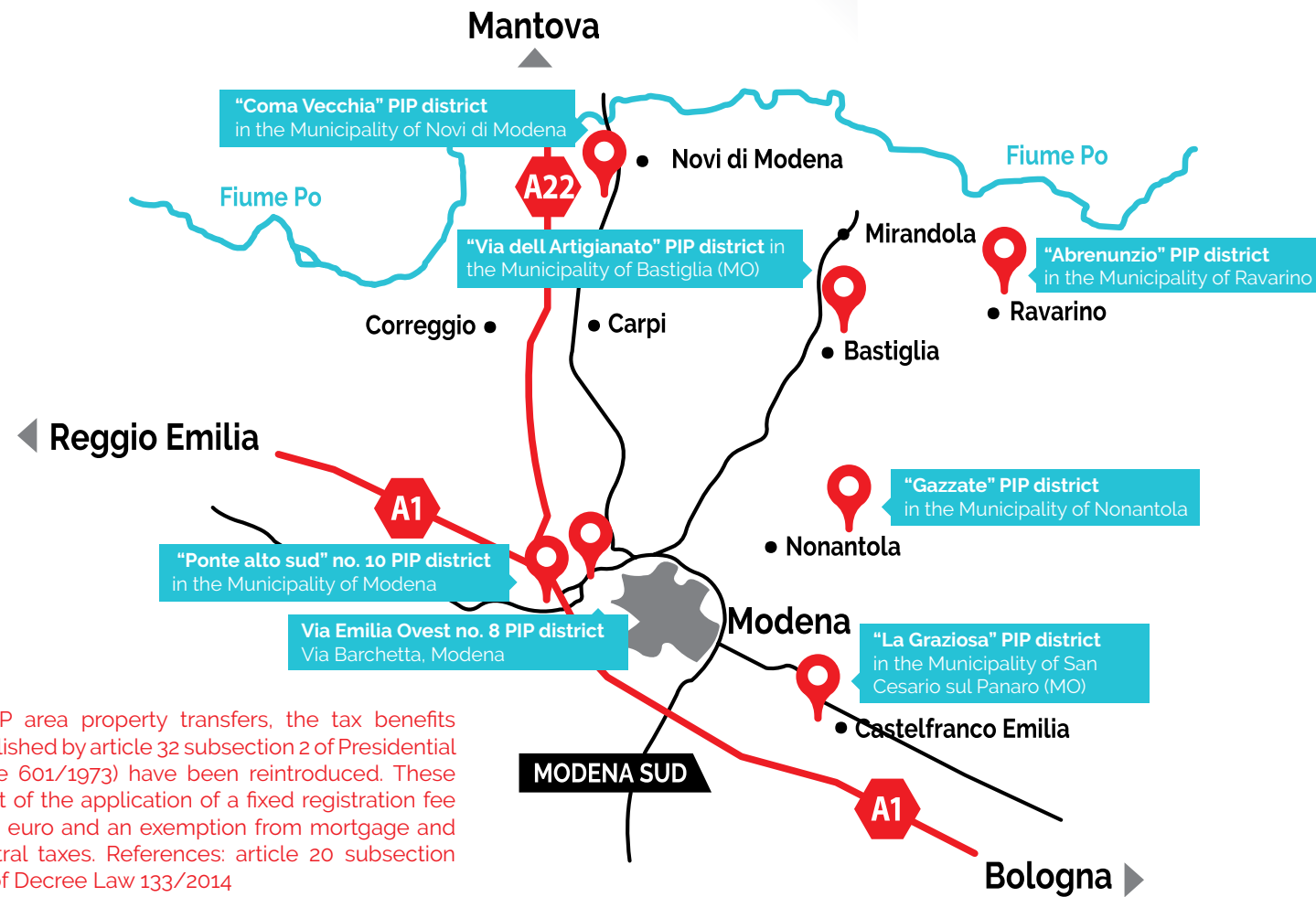
**#ovestlab**



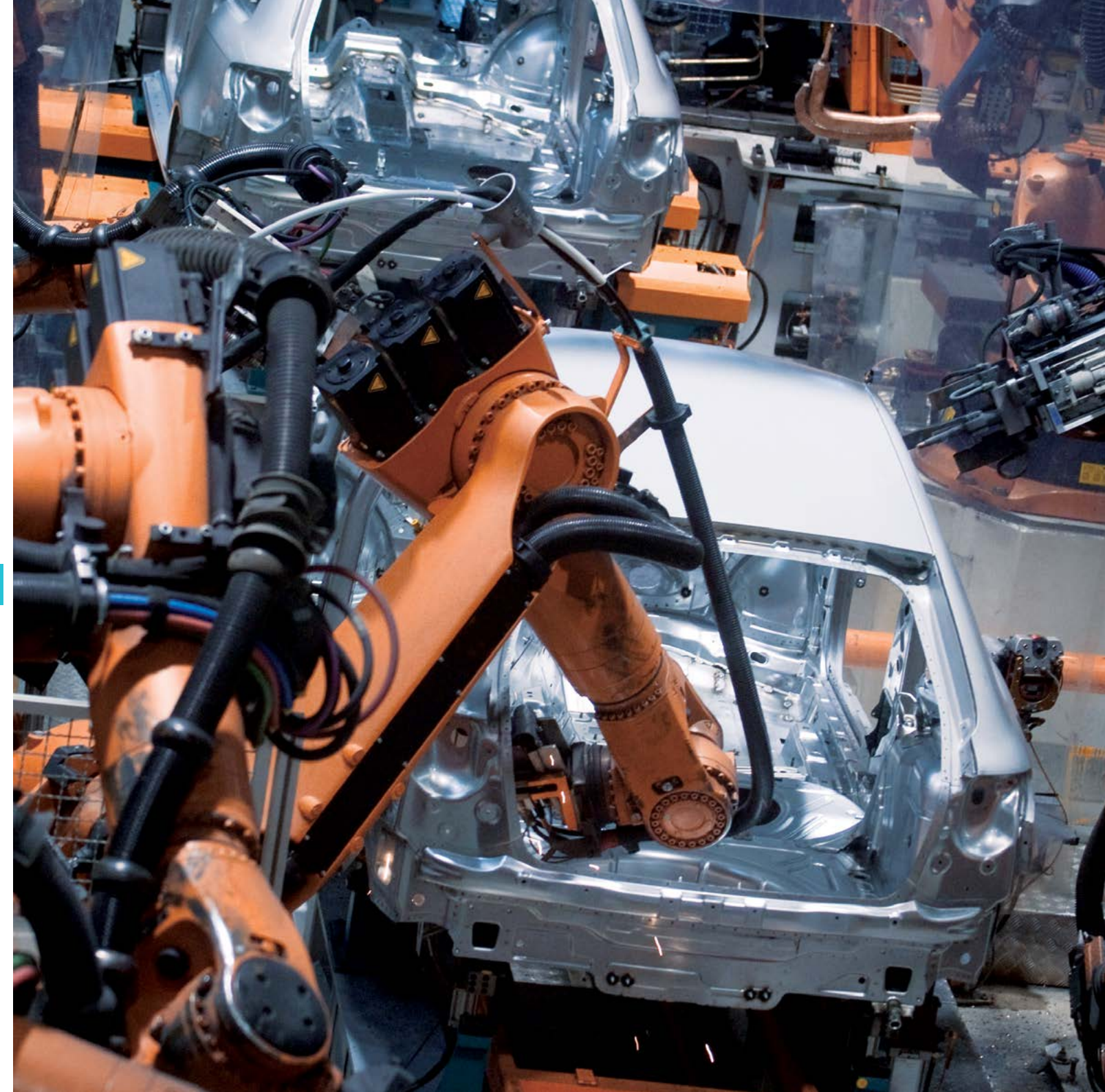
# Industrial Areas

## Building lots available in the PIP production districts of the Production Activities Consortium

The lot allocation price includes all planning fees but does not include VAT



For PIP area property transfers, the tax benefits (established by article 32 subsection 2 of Presidential Decree 601/1973) have been reintroduced. These consist of the application of a fixed registration fee of 200 euro and an exemption from mortgage and cadastral taxes. References: article 20 subsection 4-ter of Decree Law 133/2014





# APEA and EU Funds

## Environmentally-Friendly Production Areas

The Consortium plans to re-launch and strengthen the concept of 'Environmentally-Friendly Production Areas' (Aree Produttive Ecologicamente Attrezzate - APEA) where energy savings, the use of renewable sources and the efficient use of resources is encouraged in order to reduce emissions of pollutants (intervention in the waste cycle and on the transport and mobility system), and for the development of advanced services using telecommunications and digital technology

The Region of Emilia-Romagna financed the APEA with the 2007-2013 Operational Programme of the European Regional Development Fund (OP ERDF) designed for energy-related actions, supplemented by other regional resources for other types of environmental measures.

The Consortium has only agreed to three requests for the regional co-financing of APEA.

In the next programme (OP ERDF 2014-2020) resources will no longer be directly destined to the APEA, but the issue will be a priority requisite for participating in future financing.

The Consortium is the Sole Manager of the APEA of Modena, Bomperto and Nonantola.

The presence of a sole manager in the production sphere, representing the parties that operate within it, permits the development of an area environmental improvement plan, a series of actions involving the participation of multiple parties who are committed to addressing problems in the industrial district by sharing both financial and human resources.

These goals are met thanks to a cluster approach characterised by the application of principles connected with industrial ecology or the adoption of area environmental management systems.

It will be necessary to strive for the closure of material, water and energy cycles, the sharing of the main environmental services (water, energy, waste), and the optimisation of the organisation of activities that impact the environment.

In fact, the actions can be both structural and managerial in nature.

**To summarise, the distinctive features of the APEA include**

Coherent management of collective services;  
Area environmental plan;  
Economic development focused on environmental sustainability.



## EU Funds

The new European OP ERDF 2014-2020 programme focuses on six intervention areas, which are joined by technical assistance for the management of the programme. These areas echo the thematic goals for the implementation of the 2020 European Strategy and the priorities of the regional development policy. A total of 481.895,272 euro has been allocated to the Region of Emilia-Romagna for the implementation of the Programme.

The Consortium has been taking part to three different EU Projects:

**Support for AESS** (Energy and Sustainable Development Agency) to participate in the 'Smart Med Parks' project for the definition of a manual and relative software for the energy analysis of the area (Bomperto APEA. Project concluded);

**Support for ERVET** (Emilia-Romagna Valorizzazione Economica Territorio S.p.A.) for participation in the Horizon2020 'Waste-1-2014' symbiosis project for the reuse and recycling of waste at district level (Participation);

**ERVET Partner** for participation in the 'Life14 IRIS CCA/IT/000663' Adaptation to Climate Change project with the APEA of Bomperto as a pilot area. (Project ongoing).

**Support for the Consortium Municipal Partners** for participation in the Action 2.1.1. Project of OP ERDF Emilia-Romagna 2014-2020. Expressions of interest in the candidacy of Production Areas for the development of fibre optic infrastructure to enable Ultra-Fast Broadband. (Project ongoing).

**SAVE@WORK Energy savings for the public sector** - in association with AMO and SETA and with the support of AESS, the Consortium took part in the project for energy savings for the public sector (March 2016 - February 2017). Save@Work is financed by the European Commission and the project takes place in 9 countries with the aim of helping the public sector reduce energy consumption and, above all, reduce greenhouse gas emissions. (project ongoing)



# Agreements and Synergies

**We collaborate on specific projects to enhance industrial areas with:**



The SIPRO Agency of Ferrara  
issue of the attractiveness and competitiveness of the territory.



Democenter-Sipe Foundation  
issues relating to R&D, Start-Ups, Incubators, EU financing for local projects.



Ervet  
issues connected with R.L. 14/2014, the competitiveness and attractiveness of the production system.



AESS  
issues relating to Energy.



Lepida SpA  
issues of ICT and Ultra-Broadband (UBB).



FICEI (Consortia Federation)  
for Networks of Consortia and Abandoned Industrial Areas.





# #Ovestlab

## What is the #Ovestlab space?

**#Ovestlab** is a planning and meeting place created to give form to POC-MOW, an urban planning project for the redevelopment of private and public property. It is possible to develop plans by meeting the owners of properties and explaining how the value of their home or warehouse could be increased.

**Goal:** to drive change through the redevelopment of the existing urban.

**#Ovestlab** is a space for looking after the Common Good, for giving form to the 'Io Partecipo' Register of active citizens in Modena, and for the opportunities offered by this tool.

**Goal:** to look after the city and encourage new forms of Active Participation.

**#Ovestlab** is a space for continuing the Dialogue, the Sharing and the Information on production area redevelopment and regeneration practices, broadening the themes to include economic policies, involving trade associations and economic operators.

**Goal:** to get acquainted with, analyse and share national and European best practices.

**#Ovestlab** is a space that develops a 'Community', making it familiar and inclusive through activities such as exhibitions, craft and art workshops for children and adults.

**Goal:** to adopt social inclusion practices for the temporary reuse of abandoned building.

The activity promoted by the Space is defined by the Scientific Committee composed of: Production Activities Consortium; Municipality of Modena with Quartiere 4; Archivio Architetto Cesare Leonardi Association.

The Scientific Committee defines the guidelines for the activities carried out at #OvestLab. These guidelines define the types of actions to be performed. The Committee is also responsible for implementing their contents. On the basis of the above, the Committee will also have the role of fielding and assessing proposals and nominations for the use of #OvestLab.

For info and to find out about the availability of the #Ovestlab spaces contact [ovestlab@capmodena.it](mailto:ovestlab@capmodena.it)



Follow us  
on Facebook

Site location: #Ovestlab - Via Nicolò Biondo, 86 - Modena



## Partner and Sponsor

Ovestlab is a space open to Entities, Associations, Businesses and Professional Bodies who can finance at least one initiative a year.

To become a Partner it is necessary to sign a Partnership Agreement with the Consortium. It is also possible to become a member at a later date.

**Project spokesperson:** anyone can propose a project to the Scientific Committee which, together with the proponent with regards to economic sustainability, timeframes, methods etc.

**Open public meetings:** the programme of activities is presented at a public meeting to encourage suggestions and promote other initiatives.

The Consortium will launch a fundraising project and sponsorships for the activities carried out and/or to promote at the #OvestLab space.



# #FaReLab

## To mark the Consortium's 40-plus years of activity, we have launched the hashtag #FaReLab: Developing Networks with the Workshop-Focus Group

#FaReLab will set up a Focus Group for the processes of regenerating industrial areas as platforms that enable innovation (technological, social and economic) and dialogue/ideas for reinventing industrial areas



On the understanding that Re-Using an industrial area is an application of economising (reducing territorial waste, maximising resources already invested, learning from previous experience, restoring vitality to underused spaces), the aim is to compare experiences, which the parties may or may not be reciprocally aware of, and to foster interaction between parties with different expertise.



The Focus Group will be set up in 2016 via a permanent Forum with the local authorities, associations, opinion leaders, organisations, professional bodies operating in the sector, foundations, universities etc.

The Consortium organised a first seminar on the theme of ReGenerating Industrial Areas (2 December 2015) to analyse and share the following preliminary aspects:

- Urban planning-construction regulations to support the ReGeneration-Redevelopment of industrial areas
- Which form of ReGeneration-Redevelopment for which Production area. Coworking, Fablab and Innovation Spaces (Incubators, HUBs for start-ups, Technopoles), Manufacturing, Tertiary, Commercial, Services
- Qualification of Environmentally-Friendly Production Areas and internationalisation strategies. The prospects of R.L. 14/2014 (Promotion of investment in Emilia Romagna).
- Economic resources and financing opportunities: European, regional, those of the Consortium and/or new forms of public-private partnership.
- Analysis of case studies (best practices).







**RIGENERARE**  
**AREE INDUSTRIALI**

#farelab

The aim is to regenerate the system of industrial areas according to the concept of the smart and resilient district with the precise goal of increasing the competitive advantages of the Production Areas and improving economic interaction between Production Areas through actions aimed at defining:

- the building up of new tools in order to solve similar issues;
- Smart Services ready for financial operators;
- the building up of a recognizable identity of the productive area towards the outside

**Proposals, ideas, projects and initiatives to improve the attractiveness and quality of Industrial Areas.**

**Follow us!!**







## **Production Activities Areas and Service Consortium**

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## **Opening hours**

Monday to Friday from 8.30 a.m. to 1 p.m. - Also from 3 to 5 p.m. on Mondays and Thursdays

Technical office opening hours: Monday and Thursday from 8.30 a.m. to 1 p.m. and from 3 to 5 p.m.