

***“The Dynamics of a Territory: the Main Actors of Sustainable Development
in the Irno Valley”***

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Abstract: The Territorial Intelligence must involvement of local actors by means of guidelines for territorial development is crucial. The territorial planning must take on board the civil society in this process. The territory constitutes the space where action can be taken to implement development projects and to strike a balance among economic, social, cultural and scientific objectives. The transformation of a local system and its future prospects have to consider local specificities and local system identity, that permits to perceive community problems and find helpful solution possibilities. Identity anyway, have to look at and consider the external world if it doesn't want to fall down in parochialism. All these factors are crucial to detect a development pattern rooted in territory, so that they are not only the result of external decisional processes in which the community has a purely passive role.

1. INTRODUCTION

The matter of local development in Italy is become very important between the end of 70s and the beginnings of 80s when there was a different economic development in outskirts in comparison to the past (Bagnasco, 1977; Garofoli, 1978, Fuà e Zacchia, 1983).

The attention was mainly to the contexts where economic organization new patterns were developed, such as small enterprises that, and this is the new fact, was situated in rural contexts or in small areas; this trend was widespread in Central and South Italy. So, the territory becomes the place where Knowledge and devices of social interaction are produced, they are based on interpersonal relations networks, values, trust and fair-trading, that is on social capital. The attention is mainly focused on society-economy-territory relation, that is on the relations between enterprises economic sphere, social one that concerns the conditions set by the structure and the social cohesion and institutional governance sphere.

In the course of years, analytic elaboration have enriched the debate (Garofali, 1992) about the development patterns differentiation and the common elements in different local patterns. Endogenous development coincides with territory exploitation, giving a great importance to social capital.

A similar pattern warrants autonomy to territory transformation local process underlining the centrality of local social actors decisional process and their capacity to manage external knowledge and information, transforming them in internal ones.

Such transformation process is based on the production of social capability at community and institutions level that work in local field (Garofali, 1991).

An endogenous development of a setting doesn't mean a closure on itself as if the auto referentiality were sufficient for system life; endogenous development capacity gives to the context a recognition by social environment about products validity.

System auto-reflection capacity is also seen like a precaution as concern the external challenge that is observed through territorial intelligence.

2 TERRITORY, ACTORS AND LOCAL DEVELOPMENT

Territory and actors must carry out an active role in the local development, but also in relating it with the global one.

The Territorial Intelligence can also be fostered by joint research activity and local initiative. The involvement of local actors by means of guidelines for territorial development is crucial. The territorial planning must take on board the civil society in this process. The territory constitutes the space where action can be taken to implement development projects and to strike a balance among economic, social, cultural and scientific objectives.

The notion of territory can be interpreted in many different ways; it can be viewed as a physical space which is a geographically defined place, or as a symbolic space in which men shape their social relations and representations. Nevertheless the territory structure is

made of cultural, economic and social networks through which men establish their public and private relations, thus building their identity.

Therefore territorial governance is committed to responsible behaviour, which means devising development strategies aimed at balanced relations among territorial stakeholders.

The principle of responsibility that must be pursued by territorial governance is closely connected to the sustainable development of the territory itself. The territory is spurred to foster and build relations in order to promote interactive communication ways and means, favouring collaboration, participation and communication.

This paper takes this perspective, as it focuses on the Irno Valley, a territory that, due to its configuration, holds huge potentials that were not sufficiently enhanced by territorial governance. In the 70'ies plans were made that were fully implemented in the 80'ies.

The University of Salerno develops theories and tools to understand the territory, which is fundamental, but it is necessary to assess development potentials and limitations as they have changed starting from the 80'ies, when the campus moved from the city of Salerno to Fisciano. A new actor came to the fore bringing know-how and knowledge, but also raising potential rivalry at the political and cultural level.

Such a territory as the Fisciano territory (about 15000 inhabitants), where agriculture predominates, followed also by trade and craftsmanship, suddenly becomes at the same time the object and the subject of a sustainable development that deviates from its previous course. Faced with such a sudden and sweeping change, how will this territory respond? No doubt it will take up a defensive position, hardly understanding the perspectives for development available to it. And what is the final balance after twenty years?

We wish to probe into the changes occurred in the territory in less than twenty years, with special regard to the multiple forms taken by political, economic, social and cultural organizations in the territory that transformed their original set-up on the one hand, but opened up new perspectives more congruous with territorial needs on the other hand.

The methodology follows theoretical indications by a rigorous analysis of the actors leading the change, focussed observation tends mainly to capture the way in which social relations multiplied and developed their peculiar characteristics.

The Economic and social development always results a combination between different factors and actors. In a contest of territorial governance, originate the necessity of cooperation between the actors and the ability to acquire knowledges and competences.

To know a territory require the collaboration of expert and actors and when the scientific aspect reconcile itself with the concrete aspect of the structure can act on a concrete problem of the territory.

University/territory's relationship (Fisciano) is a very similar relationship to that auspicious; there is the presence of an agency legitimated to the knowledge that works and operates with own instruments on the territory.

It deals with a formally organized territory in the mean that has all the necessary elements to a good operation. Territorial intelligence is a social construction that depends of the

participation and from the public and private actors's will. According to Girardot is however necessary the active participation of all protagonist actors of the development, above all the citizens.

Is it a real or apparent development? Do the parts include the mutual opportunities? Does the athenaeum participate in the territory or it purses the personal aspirations of internationalization.

You take the risk that an high potential of development for the territory set up itself majestic and impetuous as a medieval castle surrounded by a full moat of water unproved of bridges that consent to reach it.

What doesn't function in this process? It would be wrong to affirm there is not any feed back for the territory, but there are just a few respect of the potentialities especially if you compare that development with that of the neighboring municipality and not directly concernly in such process. Our hypothesis is that in the truth there is a will to protect and keep on independent own territory without confusing it with athenaeum. To consolidate own tradition beyond the future possibility.

An example in this mean can be represented by a particular event: the built of a kindergarten, that the university wants built inside own space and to make it personal, the municipality wants to build out it instead. (Kept in mind that speaks of meters of distance and not km). In many case it concerns only political managements.

Territory development process has to consider, beyond its own citizens, of a great number of actors who aspire to be co-protagonists of these transformations, from entrepreneurs to trade unions organizations, public companies, from University to Local Health Companies, and among these actors we find, more strengthen than in the past, new actors as cultural and no-profit associations. They have a strong capacity of action and pressure because they are specific interests delegates.

The involvement of all actors is necessary both to find economic resources which are added to those available, and to define social equity parameters that risk to be swept away by complex programs.

Economists use to distinguish between the stakeholders those who have got local interests, that is those who live territory as residents or as person who acts in social, economic, and cultural activities and the stockholders who have got capitals, they can invest in that territory as wherever they find convenience.

It can happen that the interests of parts are opposite and this happens above all when interests appear completely different, when the stockholders, for example, and local complying administrations, give importance to profits, to the detriment of inhabitants and environmental quality. In this case is necessary to bargain, negotiate, participate.

We have a lot of examples similar to this above in urban re qualification programs, urban recovery ones, territorial pacts, area contracts, in which bargain aspect among involved subjects assumes an important position. Social representance of local interests holders is entrusted to Trade Union Organizations (ex. for territorial pacts and area contracts concerned to waning industrial zones) or to citizens spontaneous organizations (suburbs

committees, no-profit associations) ad hoc which have as main fine to promote or contrast a development program.

In these cases we assist to a sort of territorial auto regulation; the common interests of the parts permit to draw a subjectively sub sustainable development scenary, that comes from a projectual participation work.

The fact to remain, in Public Administrations field, in managerial and/or bureaucratic method in developing practices of private subjects projectual competitions, didn't always permit to the plan to obtain positive and satisfactory results; in this way we favour projects that haven't well-defined strategies concerning that territory, possible synergies, sectorial integrations, social effects.

It is widely demonstrated that an approach to non-inclusive territorial development, that cuts off part of stakeholders and in particular those subjects who seem apparently weaker, produces negative results for promoters. One-sided decisions by institutions revealed themselves failure, both because they create hostile forms among the parts, fortifying in citizens the inkling that such decisions made without their participation among power parts worsen the actual conditions, and because the path is longer than if we use an inclusive and consensual approach.

Local development programs should be faced not only worrying to reduce citizens opposition factors, but they should be made starting from the bottom that is with the participation of all people who live there, give value to their different territorial knowledge. In this way we can join in a creative manner the past, the present and the future of territory, drawing out historical memory of places, promoting new projects in environmental vocation development field and in place social tradition, pointing up communitarian values.

It is clear that all local development patterns are different as concern their capabilities; different is the way to give value to local resources, different the role of local actors as well as the devised strategies.

So, it is impossible to develop good patterns in every environment and territory, but it is necessary to make specific projects that involve from one side territorial system and on the other one local community. A similar approach underlines the importance of local actors responsibility.

The transformation of a local system and its future prospects have to consider local specificities and local system identity, that permits to perceive community problems and find helpful solution possibilities. Identity anyway, have to look at and consider the external world if it doesn't want to fall down in parochialism.

All these factors are crucial to detect a development pattern rooted in territory, so that they are not only the result of external decisional processes in which the community has a purely passive role.

Mens adapt themselves at the surrounding environment through the social organization's mechanism, they organize own daily activities, their relationship, their report with the institutions, in short own social economic and politics activities to conform themselves to

the territory on which they reside and establishing particular forms of community.

The relationship between territory of affiliation and individual doesn't result so equilibrated; the subject in fact looks at the territory as to an element from which to make profit and maintenance through the cultivations, the use of water and geologic resources.

In short the man continues in the incessant exploitation of the territory, determining and operating at time irreversible changes of which he isn't able to foresee the results. Such relationship change itself when it occurs a natural disaster of ample dimensions as an earthquake or seaquake, that reorganizes the relationship and the reequilibrate this time for the environment²².

People speak to this case of betrayal of the territory, the territory appears as it hadn't done before ever, hostile to the man, as if it reacted to the surprise until then passively suffered. Therefore change the collective perception of the territory and people take action that the counterpart isn't the weakest in this relationship. The reference to the territory is not therefore only geographical, but also symbolic.

The spatial references constitute a fundamental component for the individual identity but above all for that collective; it increases the tendency to study the social phenomena on the grounds of their location on the territory.

²² The first reaction in front of these risks is that of the indifference. People are aware, that today many risks are diffused and they do by now part of the social foundation. Besides, around to every risk a controversy originates around its probability to come true itself. The risk by itself is not a new datum of the social life. But there is the appearance of new forms of risk, that they leave aside from the choice aware of the single one. They are phenomena, these, not easily perceivable, that are the result of a contest of different causes. Today the risks, according to Beck, have reached such a dimension to behave the show of a new logic that finds itself upon the interest of every to minimize own exposure to the environmental risks. The society of the risk differentiates itself from that preceding based on the problem of the distribution of the wealth; there is a new problem of distribution and social inequalities, but these concern the risks. In the society of the risk it is the knowledge of the expert that defines the nature of the dangers and it fixes the thresholds of tolerance. The increase of safety question towards the science and of the technique originates from the impossibility of the experience of the single one. But also these last, nevertheless, doesn't succeed in satisfying this demand. They, in fact, determine some thresholds of toxicity as in the case of the experiments for the toxin, more and more deepened, but they never can come to estimate the toxicity keeping in mind of all poisons to which us every day we are submitted. They in reality develop a social function of "symbolic disintoxication." That's why we cannot find the acceptability of the risks on the absence of the experience of the experts. Today the citizens don't accept more uncritically the judgment of the expert, considering that there is a sort of battle among the experts themselves, they are not sources of reassurance anymore. Then the society of the risk not only produces risks, but it also has a low degree of acceptability of the social risk and the scientific rationality. The scientific systems have also lost credibility following the different quality of the risks. Another dimension of the risk is tied up to cultural and biographical social transformations of the actors. The risk is also consequence of the crisis of the inside systems that have to assure and to reproduce in the traditional forms the world of the life, the formation of the identity. Beck includes the phenomenology of the risks and the personal insecurities under the index book of the individual subject, facing a theme that the classical ones of the sociology as Marx, Durkheim, Weber, Simmel had faced if also in different forms. Nevertheless Beck doesn't take as background the passage from the traditional societies to the modern societies, but also the same capitalistic society as tradition, whose cultural details of reference set out to the erosion. He is not the only one that this tendency diagnoses to identify, as a result of the liberation from ties of class and class, other authors have done /it (Lasch, Walzer).

For this reason the role of the territory and the function that it covers in the local development become object of the political debate. In Italy the different articulations on the territory have constituted motive for contrast, for example the north and the south or to the national and local context. Italian tradition is characterized by important trials; a plurality of historical traditions to urban level, the national unification and the differentiation socio-economic among north and south that are translated in the time in tendencies to the alternated to strong pushes toward the nationalism. To these stories tightly circumscribed to the national circle today another trial added some institution of the European union.

The place and the global one, deduce Robertson, are not excluded; contrarily the place has to be inclusive as an aspect of the global one. Globalization also means unite themselves, to meet themselves mutual of local cultures, that must be redefine in their contest, fir this Robertson proposes to replace the fundamental concept of cultural globalization with *glocalization*, a fusion among “globalization” and “location”. The universalization and the unification on it climbs word of institutions symbols and styles of behavior and the exploitation and the rediscovery of cultures and the local identities don ‘t constitute a contradiction (Beck 1999).

The place or rather the territory can be protagonist and artificer of its own development, nevertheless it doesn’t have to lose sight of the importance of the role that many other factors develop that compete to realize this trial. In the case that we talking about the university installation becomes the key element around which all the others rotate, equally appreciable and essential to the good course and the realization of the project.

3 THE PLAN INTERCITY REGULATOR

The new university installation in 1971, has been to the centre of a power and ample debate among those people who proposed to install it in the city of Salerno and those people that instead looked out upon the realization of it along the Salerno Avellino axle. The location of the new center was definete for the Irno’s Valley. The University area was more precisely, select inside of Fisciano and Baronissi municipality territories, a surface of notable dimensions (around 700 hectares) primarily to agricultural vocation.

The debate on the University, at the end of of the seventies grafted itself in the most general southern matter, on the idea that is that, for raise the fates of Mezzogiorno were had to intervene for poles of development. University campus idea well conjugated itself with a similar politics of great productive installation and great works; interventions, besides for which people weren’t accustomed to care the problem of the preventive consent for their recipients parts.

The region Campania within its own hypothesis of territorial order, assumed as back ground objective, a model of development that realized between inside zones and coastal urban agglomeration; in this sense the university installation was fit to develop a relief role in the link among the two aforesaid realities.

University installation so conceived in Irno’s Valley would certainly have determined effects, both positive and negative, for which the demand was warned to seek, from the

interested communes, a coordinated initiative and unitary on the ground the urbanistic planning.

University would have assumed, in social economic and cultural circle a remarkable and strategic role; allowing to prefigure results of notable impact and transformations of enormous interest in the spatial and territorial relationships both on provincial staircase and regional.

For sure it would inevitably have determined deep and radicals modifications in the economic mechanism of the area promoting development and the disbursement of a series of services: the improvement in the net of the transports, the increase of the number of the residences, the growth of the social tertiary, the increase of the turned activities to the leisure time, but also a greater propensity to the investment and an opening of the job market in terms of occupation.

In such sense the region Campania at the end of seventies, enforced formally the start to the process of formation of the plain intercity regulator(pri), defining the circle of it and substantially, decreeing the obligation of editing of the plain intercity regulator for the communes in it included. Such circle, besides including the three Communes of Mercato S. Severino, Fisciano and Baronissi it also included the Communes of Pellezzano, Calvanico (all in the Province of Salerno)and Montoro Inferiore (this last belonging to the Province of Avellino), whose town territories were adjoining to that in which the university installation was anticipated, and therefore, more directly from this influenceable ones. It is in this area that, presumably, the influence of the new pole would have been warned mostly strong urban and territorial centrality. It, in fact, is strongly interested by the flow of relationships existed among Avellino's pole that of Salerno's and the particularly active area of the sour nocerino sarnese.

The region, with a similar provision already takes action of a demand sort and matured in the preceding years and during a power on debate around the problems concerning the development of the city of Salerno that, since 1970, had seen committed all the political and social strengths. Otherwise, as it emerged really from some programmatic bases of political parties and democratic organizations of the epoch, the same *matter Salerno was* tightly held tied up to the fates of Irno's Valley (Fasolino, 2004).

3.1. The peculiar characteristics and the principal dynamics in action in the territory of the Valley of the Irno

In 2004, the scientific and technological Salerno's park and the inside areas of Campania has effected a feasibility study for the individualization of strategic areas of intervention in subject of research and development in the Irno's valley²³. The monitoring²⁴ has produced

²³ The study, developed by the PST on charge of the Region Campania and in collaboration with the Department of Economic Sciences and Statistics - DISES - of the university of the Studies of Salerno, has aimed to furnish indications and lines of direction profits to the realization of facilitated intervention about of research and development. Through activity of study and on the field, endowments, necessities and technological evolutionary potential of the present economic-productive realities are analyzed in the area in examination and calibrate some options of feasible policy to staircase local/regional.

very interesting results and made to emerge sprout of sure utility. The study affirms that we are essentially in face of a partner-economic system based on the installation of small and average enterprises that they manifest an increasing attention toward the demands of the market; they pursue growth strategies and they have a good propensity to the collaboration among small medium enterprise, mainly for connected purposes to the productive trials and the marketing of the products. Nevertheless analysis records a constant growth in the industrial sector, both in absolute terms, and towards the province of Salerno.

In general we are in presence of a system in which it is possible to find the existence of good availabilities insediative, of a young and qualified work force and an unusual availability of products of quality to which a qualified university system and a good propensity of the local Administrations and other partner-economic actors are placed side by side to the plan, with interesting politics of intervention in progress (es.: Plan Integrated Irno's Valley).

Otherwise, critical elements come out also: a low connection among the processes of formation, of search and of production; a low degree of opening toward the international markets (84% of the interviewed enterprises have a billing matured in foreign countries to the inferior to 5%); in perspective, the possibility of loss of competitiveness of the productive local system against of the processes of globalization in action and of increase of attraction of other areas.

The actors involved in such process of territorial development can apply and to use of public and private mechanisms of support to the local growth as the local agencies of development.

4. THE LOCAL AGENCIES OF DEVELOPMENT

Local development's agencies²⁵ have as exclusive or prevailing function the local socioeconomic development, nevertheless they also pursue tied up aspects to the quality of the life, to the diffusion of nets, to the exploitation of the cultural good. In other terms, the local agencies of development strengthening the local social capital, contribute to reduce the costs of transaction for the enterprises and to improve the social quality of the life.

With the job people was aspired, therefore, to furnish a methodological, informative and application patrimony starting, besides, the constitution of a first nucleus of Observatory of the consistencies and the technological evolutionary potential of the realities of interest. The work took place between December 2004 and April 2005.

²⁴ In the study people made reference to the official sources of information, to the knowledge of the PST and the DISES in comparison to the territory of intervention and through comparisons direct and material made available by Corporate body, Institutions, organizations, Associations and other opinion local leader.

²⁵ Formez, *Agenzie di sviluppo. Organizzazioni e attori per lo sviluppo locale*.

In this sense different types of agencies of local development exist: 1) “Formal” agencies; are the result of the application of national and community legislations. They are operational structures appointed to manage projects of development that make reference to the national legislation and financings (management companies of territorial Pacts, of contracts of area) and community; 2) “Territorial” agencies originate as off centre of the Public local Administration that acquires connected functions to the economic-territorial development, or they promote and they manage projects of local development promoted from Common, Mountain Community, Provinces; 3) “Informal” agencies, contrarily of the other two types, they are born “from the lower part” or their constitution is promoted by the action of institutional and social subjects whose objective are the promotion and the management of processes of growth of “smaller economies” or of functions of support for the local development, as, for instance, local banks, associations for the exploitation of the cultural and architectural good and the environmental patrimony, intercity consortia for the integrated development and the urban retraining, society and associations for the development of the new occupations.

The local agencies of development are structures that operate and act to sub-regional level, they originate within the structural politics, of the negotiated planning and of the social partnership with the intent to promote the local development for the maintenance and the exploitation of the environmental patrimony, the urban retraining, the maintenance and the exploitation of the cultural patrimony.

The subjects mostly involved in the agencies are the Local Bodies, in first place the Communes that, represent the typology of more frequent partner to general level. Nevertheless, it rarely deals with the presence of an only town Administration, the agencies often engrave on territorial circles to intercity character or interprovincial and therefore among their partners all the interested administrations show up both in partnership form and singly. A priority role is also developed from the Provinces and in some cases by the special Firms of the Chambers of Commerce, very active on the slope of the local development. Very numerous are also the associations and the consortia that include a very ample band of subjects: the entrepreneurial associations and of category, included the labor unions of the workers that however an extremely minority role, the cultural associations, tourist, religious and environmentalists, the consortia of production and services. The share is consistent, in the management of processes of development, also of Banking firms and of important local actors, represented by the Universities, still distant from the being subject active of the formation of local agencies for the development. In some cases they are the same agencies of development to participate, as partner, to busy analogous structures in sectors or greater or different territories. The elevated number of subjects that intervene in the creation of such realities and their different connotation public-private, shows as to local level gone affirming new forms of *governance*²⁶ of the

²⁶ With the concept of *governance people* intend a model of *decision making* that foresees the decisional coordination among public institutions, collective organizations and private actors, in which the resources of authority and hierarchical control of the first ones are balanced by concerning forms directed to promote the consent on the politics and the social cooperation.

territory, characterized by the diffused share of the different local actors, even if the share of some subjects still results residual.

5. THE TERRITORIAL PACTS

Among the instruments that operate in direction of the local development of a territory, the territorial pact is undoubtedly, in Italy, that more known and debated. The territorial Pact has operationally gone in with in Italy in 1998, with the intent to integrate interventions of incentive to the capital to compensate tied up local disadvantages to the territory and to favor interventions of context (material and immaterial infrastructures) to structurally remove such disadvantages.

Two are the principals objective of the territorial pact: 1) to promote the cooperation among public and private subjects of a specific territory so that delineate and realizes projects of improvement of the local context; 2) to favor and to increase through such projects and through the territorial and thematic concentration the number of the private investments able to produce also advantages for other enterprises and to promote new investments. The territorial Pacts²⁷ have been object of analysis and polemics; the delay in the times of realization is seemed strong in a first moment, but also when the economic disbursements have started to accelerate the feeling of ineffectiveness has remained. The times of activation of a Pact, the rapidity of expense of the public funds to it assigned, the percentage of private initiatives programmed really established, the percentage of concluded initiatives and programmed occupation indeed realized: all these parameters of efficiency measure the least conditions of success of a territorial pact. Only if such conditions are satisfied it is possible that the private and public subjects that participate in the pact have the trust and the conviction to realize the planning cooperation necessary because the pact hit its objects. But such conditions are not at the same time enough because a territorial Pact hit the objects first suitable of improvement of the local context: the attainment or less of such objectives must autonomously be verified for judging some success of the Pacts.

5.1. The territorial Pact of the Valley of the Irno and the Picentini mountains

The global competitiveness, protagonist of the world scene of the last years, has unexpectedly accented the role of the local realities in the realization of development processt, through the rediscovery and the exploitation of the resources and the contextual saperis. Every territory, in its different peculiarities and characterizations, is depositary of extraordinary values in the time that, if sustained and confirmed, can translate them in decisive factors for the progress of the area, through their combination and establishment of territorial relationships on widened bases. Local wealths can represent the motor of the

²⁷ “The lesson of the territorial Pacts for the territorial integrated planning of the Mezzogiorno”, Search commissioned by the Office of the economy and the Department of Internal Revenue, Department for the Politics of Development and Coesione,d'intesa with the Office of the productive Activities, General Direction for the coordination of the incentives to the enterprises, with CGIL, CISL and UIL and with Confindustria, within the PON "technical support and sistem's actions of Community Picture of Support 2000-2006.

socio-economic growth of a territory but they have necessarily to conjugate to the creation of a favorable environment to the exaltation of the endogenous factors and the attraction of the ectogenous strengths. The native endowment of resources, competences, ability and knowledges represents a sort of “starting” of the territory that must be valorized and constantly enriched with the purpose to hold back how much it already exists and to attract how much to it is functional.

The territorial Pact Irno’s Valley and the Picentini mountains, is the instruments through which 11 communes of Irno’s Valley and the Picentini Mountains, together to the Provincial administration of Salerno and the social and economic parts of the area, you/they have intended to give start to a moment of concerning, gathering the planning and the realization of the actions of support to every territory around an only objective of development and *overcoming* the elements of division proper of a confined logic to the single town circles. The Pact was not originated only as a mean to mobilize the available resources on the contrary a new methodology of intervention that doesn't limit it to realize initiatives defined by the highest degree but that, departing from the lower part, it plans the economic, occupational and social development of the area, hocking and binding all the resources, the energies and the contextual powers to the action. The politics of development so effect spring from the perception of the demands of every local reality and from the recognition of them specific elements of advantage, encircling in an only embrace the typically own of all the communities, transforming themselves from different factors in elements of harmonica union of the needs and the collective affairs. Because in the age of the global competitiveness the recovery of the local communities represents indeed the only practicable way for a lasting and sustainable development and it can come true only if the neighboring areas will be able how to activate relationships and to build supportive nets, they will be able how to recognize the differences that separate but they rejoin the wedges of an only mosaic and interpreting the local reality as the community of the communities.

The territorial Pact of Irno’s Valley and the Picentini Mountains has delineated and developed a program founded upon the elements that characterize the economy of the territory, suitable to address the whole area to the development. The attention to the vocations of the different contexts and the push to the development of connected reality to the traditions, like the agriculture, the craftsmanship or the industrial activities typical of every area conjugates itself with the intent to want to furnish its own contribution to the development of the local entrepreneurial sector. The interventions in such sense are addressed to the promotion of the technological innovation, to the diffusion of new and more evolved forms of business management and the sensitization toward new consequential opportunities from processes of internationalization.

One of the fundamental objectives, or even essential, for the territorial Pact, it is becoming the element of link between the academic world and that entrepreneurial, contributing to reduce so the problem often warned among the professional figures that the university system proposes and the demands expressed from the market of the job. The instrument of the Pact can represent the ideal circle for the information interchange between the local productive realities and the university of the Studies of Salerno.

Another important element of an advantage for the development of the industrial, handicraft and commercial activities, that is the geographical position of the territories that they realize the Pact for the initiatives of tourist nature; the presence of places of meaningful historical, religious and landscape value, both singly and altogether considered and the destinations proximity tourist of considerable interest, allow to compete to the growth of the efficiency of the territory and its degree of attraction toward the outside.

Idea to give life to the Pact Territorial the Irno's Valley and the Picentini Mountains trace again to the beginnings of the '95 when the possibility was realized to contribute more effectively to the development of the territory through don't orientated actions to the single town circles but widens to a most vast area, that it aggregates according to a series of common and shared elements. The observation of the own characteristics of every territory solicited the promoters of the Pact to start a dialogue turned to individualize a way of common development that had formal beginning the 5 May of 1995. In the following months, and actually at the end of the '95, a series of activity of territorial animation were realized for divulging the initiative and to acquire at the same time the necessary informations to its realization. Such activities allowed to receive numerous demonstrations of interest from the communes and of different enterprises.

Only after four years the Protocol²⁸ of agreement was initialed, then envoyed to the Department of the Treasury of the Budget and the economic Planning. The signature of the Protocol of agreement allowed to give start to the operational phase of the Pact and, after the analysis of the local socioeconomic context and the objectives places to base of the Pact, the fundamental elements of the Proclamation were delineated. 196 projects were introduced. In 2001²⁹, the Office of the productive Activities, finally verified the validity of the procedure of activation, it approved the Pact Territorial of the Irno's Valley and the Picentini Mountains which followed a fervent preparatory activity for the constitution of

²⁸ The protocol of agreement was undersigned from 48 subjects: the Province of Salerno, the Communes of Mercato San Severino, Baronissi, Fisciano, Pellezzano, Calvanico, Bracigliano, Salerno, Giffoni Sei Casali, St. Mango Piemonte, St. Cipriano Picentino, Castiglione Dei Genovesi, are, the bulletin-board Advisors of the Job, the ANICAV, the bees Salerno, the Assindustria Salerno, the House Artigiani, the C.C.I.A.A. of Salerno, the CNA Salerno, the Center for the Medieval archaeology, the CGIL Salerno, the CISL Salerno, the UIL Salerno, the UGL Salerno, the College Surveyors Salerno, the academy of Accounting, the College Provincial Industrial Experts, the Community Montana zone Irno, the Community Montana zone Monti on Picentini, the Confartigianato, the CON.FI.SA, the GE.SE.MA. S.p.A., the Consortium of Reclamation Sour-Nocerino-Sarnese, the Experimental institute for the Ortocoltura, the For Place Fiscianese, the For Place City of Market St. Severino, the For Place is, the Region Campania Assessorato to the Tourism, the SDOA, the Experimental Station Angri, the university of the Studies of Salerno, Italy Lavoro S.p.A., the Cooperative Credit of Fisciano, the Bank Monte of the Paschi di Siena S.p.A., the Box Mutuality two Principalities, the Cooperative Credit of Giffoni Valle Piana, the Bank CARIME S.p.A.

²⁹ The Office of the productive Activities, acquired the results of the inquiry completed by Europrogetti & Department of Internal Revenue as well as the opinion of the Region Campania, approved with decree n.58 the territorial Pact, and for the total amount of Liras 65.183.110 (European 33.664.266,86). Subsequently, the arrive unexpectedly of adjusting normative elements of the preceding discipline, as well as the acquisition of new inherent information the introduced projects, induced the Office, with decree 25.VI.2002 n.369, to modify the precedent decree n.58 approving the Pact for an equal total amount to European 32.357.042,15 (Liras 62.651.970).

the responsible subject. Since the first months of the year, in fact, a series of meetings among the promoters were followed for delineating the salient lines of the establishing society.

In realization than prescribed by the inherent discipline the Pacts Territoriali, the society was constituted Irno Picentino Sviluppo S.p.A., subject responsible of the pact, the transmission to the Office of a copy of stipulation exploit and of signature of the Pact so formally gave start to the activities with the consequent elapsed of the terms within which to realize the investments.

Nevertheless the economic resources, however they are conspicuous, alone are not enough to the realization of an articulated project of development of a determined territory, but they are necessary other resources that postpone to the relationships and the cooperation among the actors institutionally recognized and those privacies. It deals with the trust on which the human relations are founded; none social system can originate or to continue to exist if among its members a climate of mutual trust doesn't exist. The trust among the people allows them to establish together relationships that all they constitute that is a net the social capital. The social capital has a remarkable role in the construction of the essential conditions to effect and to practice politics of development to collective level.

A territory possesses a considerable social capital, if in it the whole the relationships conjugate themselves that activate themselves among the public administration, the enterprises, the organizations of representation and the civil society and where the trust, the mutual understanding, the shared values connect the actors of the community in a net that the cooperation makes possible. The relationships among the subjects that have to compare themselves in constructive way and to think to an interest that can become common, able to make to cohabit economy, environment and respect for the person feed the concept of social responsibility of the territory, they facilitate the management and damage of it organicity to the process of government of the territorial relationships for the definition of a way of sustainable development. The good practices (Peraro, F., Vecchiato, G., 2007) tell as this perspective of development is already practicable and can become more and more "*a possible utopia*." The social responsibility of the territory can be an opportunity of development and a new factor of competitiveness among the institutional, social and economic operators of the territory; but also for all those people that have nighty gifty own territorial community and that want to undertake themselves to make it to measure of person, careful to the environment and the future generations.

In front of the dangerous threats and to the effects from them produced of long duration, the traditional ethics are not enough; nevertheless it derives an obligation of it towards the maintenance of the life and its integrity. It becomes fundamental this that Hans Jonas (Jonas, H. 1993) defines *principle of responsibility*. He in the attempt to conjugate in an unitary model the universalistic ethical and the political realism looks out upon a responsibility as "ecological principle", that forces everyone towards the future generations, that can express itself in form of categorical imperative: "act you so that the consequences of your actions are compatible with the continuation of an authentic human life on the earth." The man has become for the nature most dangerous than once the nature was not for him; it is necessary to consider such relationship reflecting on the

consequences and on the unpredictable and unimaginable effects that the actions produced by the men today therefore can generate in the next future.

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