



**CAENTI**  
Coordination Action of the European Network of Territorial Intelligence  
A project funded under FP6 of the E.U.  
<http://www.territorial-intelligence.eu>



# **CAENTI**

## **Coordination Action of the European Network of Territorial Intelligence**

**Report on research context and practice UNISA.  
Catalogues of experiences**

**Deliverable N° 39**

**Natale AMMATURO and UNISA team  
University of Salerno**

**December 2006, 31<sup>st</sup>**

## Summary

Summary .....	2
I. GENERAL DATA .....	3
Co-ordinator .....	3
Subjects of interest .....	3
Specific contributions to the project.....	4
Participations in other European programs .....	4
Average favour in which it can participate in the dissemination of the knowledge and results of CAENTI.....	4
UNISA includes three research teams.....	5
Research team ethical principles .....	5
II. DEVELOPED RESEARCH-ACTION EXPERIENCES ANALYSIS .....	6
1) Research-action concept applicability .....	7
2) Main results analysis .....	9
III. ANNEXES .....	11
Educate, teach, integrate and promote.....	11
From tradition until sustainable development: territory analyses between places and opportunities.....	13
Young people and cultural consumption products .....	15

## **I. GENERAL DATA**

The Education Sciences Department (DISCED-Dipartimento di Scienze dell'Educazione) accounts around twenty researchers working towards a better integration of future teachers training to sociological, cultural and geographical reality of the pupils environment.

It is within the framework of this objective that the DISCED lodges the Observatoire de l'École Rurale (OER-Rural School Observatory), a researchers group of several educational superior and varied disciplines (geography, sociology, psychology, sciences of education...): DISCED, IUFM of Franche- Comté (Institut Universitaire de Formation des Maîtres), IUFM of Aix Marseille, IUFM of Auvergne, IUFM of Grenoble, IUFM of Lyon, Faculté des Sciences de l'Education of the Autonomous University of Barcelone, University of Bucarest, University of Koulu, and about ten European school establishments.

### ***Co-ordinator***

Natale AMMATURO is professor of General Sociology at the Faculty of Scienze della Formazione of Salerno and in charge of Methodology and Technique of Social Research and Sociology of Cultural Processes. Vice-Manager at the Department of Scienze dell'Educazione (Science of Education); Person in charge for the Master "Valuation of Training Processes" and Manager of ReS-Research and Development of Social Policies, a national review of Sociology. Research topics: epistemology of sociology, individual identity in globalization and social cohesion, education and communication society.

### ***Subjects of interest***

The team has worked, for several years, on arguments they have a common basis in the territorial development as result of local intelligences' enhancement:

- juvenile cultures, technological innovation and territorial cultural traditions;
- develop multifaceted knowledge allowing a better understanding of local bents, able to promote the available resources and to foster a self-propelling process;
- the geographical success at school disparities, while focusing to the specificity of rural and mountain territories;
- the relation between pupils' professional projects, courses' course and the social,

economic and cultural local environment. It questions the impact of insulation rupture strategies by implementing school establishments, families and authorities;

- public politics able to empower citizens on the health protection and promotion;
- cultural components and communication strategies finalized to use public services from immigrated population;
- territorial politics destined to the environmental resources' defence.

### ***Specific contributions to the project***

The project integrates and supports the principal orientations suggested by CAENTI to:

- mobilise fundamental, technological and applied research
- develop multifaceted knowledge allowing a better understanding of the pupils' success courses in rural and mountain areas and their inscription in their territories;
- bring together researchers' and actors' points of view and methods (territorial actors and local decision makers, teaching, school orientation staff,...);
- use methods and tools created by CAENTI.

### ***Participations in other European programs***

Two European seminars on rural school took place in 2000 (Aix-en-Provence, IUFM) and in 2001 (Barcelona, Autonomous University), gathering ten educational superior establishments from ten different European countries.

UNISA team took part in several European seminars or jointly managed them (Besancon, September 2003; Pecs, May 2004; Aix-en-Provence, March 2005; Salerno, May 2007).

### ***Average favour in which it can participate in the dissemination of the knowledge and results of CAENTI***

A reserved webpage on the OER web site ([www.grenoble.iufm.fr/rural](http://www.grenoble.iufm.fr/rural)) and the information deposited on the DISCED web site ([www.unisa.it](http://www.unisa.it)), including links towards the CAENTI portal.

The active participation in all the international seminars organised within the DISCED's framework.

The research results valuation within the framework of the specific DISCED and OER seminars, in order to integrate them in the future teachers', professionals' and administrators' teaching programs (via the IUFM networks in France and DISCED and UNISA networks in Italy).

### ***UNISA includes three research teams***

- "Territorial intelligence and sustainable development: analysis of a territory, the opportunities and the constraints"
- "Young people and cultural consumption goods"
- "Bring up, teach, integrate and promote".

UNISA research activities are mainly funded by Universities, OER (Observatoire de l'école rurale) and the CNR-Consiglio Nazionale delle Ricerche (National Council of Research).

This catalogue of experiences does not take into account all the research projects that were or are led by the different research teams of UNISA.

To make this catalogue we focused on three research projects. We chose them because in some way they reflect some principles of research-action, above all because they are based on the involvement of many actors and are the most shared inwards UNISA.

### ***Research team ethical principles***

In UNISA team research activities there is not systematically a specific point about ethical principles, usually, the main principles that are the base of the scientific work: respect of **actors' anonymity, transparency** of research goals, and **autonomy of actors**. These aspects are addressed to people, trying to avoid the political system influence, also if it is considered possible the political use of the results, but not a political control on methodology, path and results.

In general, the team has an ethical action at least in an implicit way, which affects all research elements; in particular methodology and employed results **transfer and diffusion systems**.

The objective of our research is essentially to help achieving such synergies in a single reference context, which will lead the public bodies and local operators action, thus hopefully encouraging research-action processes in other regions, which is

necessary to **increase knowledge** of overall local resources and opportunities for development.

In all the experiences analysed in this file, the issue of the possible political exploitation of this research project is present since the beginning of the experience.

A territory sustainable development projects must presupposes an **environmentally compatible** use of resources in a perspective that is able to create new opportunities. UNISA team bases its researches on the principle that the environment must become an indispensable component of planning, the principles must not only be proclaimed, they must also be filled with meaning in terms of environmental quality, development and sustainability. Indeed, the strategic element is to shift from statements of principles to concrete action to ensure that the concept of sustainable development is really implemented in an «area», with concrete administrative, verification and control **processes that are shared and accepted by all the actors in the area.**

In addition to this, UNISA **selects research projects** being closely related to territorial action projects.

## **II. DEVELOPED RESEARCH-ACTION EXPERIENCES ANALYSIS**

The researches-action developed are focuses on:

- taking into account the changes in the social, economic and cultural scenarios,
- adopting a different planning idea, because of they are developed in European regions considered non-favourite.

The economic and social cohesion principle, defined in the 1987 Single Act, is then taken up again in the 1992 Maastricht treaty in terms of “harmonious development” aimed at “reducing the development gap of the least-favoured regions”.

UNISA team think that this is not only an economic process but above all a social one and, as such, must take due account of all the critical aspects of the local scenario. Aspects that have to do with production of course, but also social, demographic, cultural, environmental and geographical aspects.

Basically, the focus has shifted to the territorial dimension of the development process, by recognizing the fact that there may be many different types of territorial

models. Within this “dynamic” context, certain key concepts have asserted themselves:

- well-balanced development must be supported by integrated and transversal policies and measures, able to promote and enhance the available resources and to foster a self-propelling process;
- all action must necessarily be based on an accurate analysis of the local context. In this way, it is possible to highlight the weakest elements of the local social/economic structure and to suggest lines of action able to promote and enhance the strong points;
- the active participation of local partnerships in the development planning phase takes on strategic importance for the effectiveness of the measures since it determines a better match between the strategies proposed and the actual, effective needs of population.;
- this commonly called bottom-up approach is an important element of cultural and methodological growth because it fosters democratic participation and shared action strategies, as well as the identification of political and administrative jurisdiction, in line with the principle of democracy.

On the basis of these requirements, developed researches experiences intend –at the light of an empirical analysis of the social/structural context of the territories concerns this study – to draw up and propose an operational model based on the logic of integration and sustainable measures following an approach that is consistent with new methodologies for integrated action plans.

### **1) *Research-action concept applicability***

«Applied to the field of territorial governance, research-action, which in this context can be nothing other than participatory, can be defined as that type of research in which researchers and territorial actors are involved and which is dual purpose: scientific, to improve knowledge of a specific aspect of the territorial structure and/or dynamic; and practical, to act on a specific problem in this territory» (Miedes-Ugarte B., Analysis of the Application of the Governance Principles of Sustainable Development to Territorial Research-Action, CAENTI Deliverable N. 40).

It can be said that practically all our research projects are carried out with this approach, although not always with the sought results and with the required participation level.

As regards the elements that give quality to a research-action, we keep on following an analytical list.

**Transformation:** it is a principle in all the represented experiences, because their aim consists of fostering the transformer role that research can be performed on social reality.

**Multidimensionality:** our experiences focussing research object using a multidimensional and multisectorial approach.

**Partnership:** also it is very difficult, the attempt of the three projects is to foster and involve territorial partnerships in the research-action processes. We are looking to realize this aspect also through assuring that territorial actors' participation (those who are directly confronted with territorial problems) is carried out in an effective way. In particular the researches "Young people and cultural consumption goods" and "Bring up, teach, integrate and promote".

All the projects are aimed to obtain a more evolutionary knowledge in order to generate sustainable territorial development dynamics. In particular the research "Territorial intelligence and sustainable development: analysis of a territory, the opportunities and the constraints".

As regards transparency our researches have some difficulties for that concerning politics one and facilitating and democratizing the processes of decisions making, otherwise transparency and spreading up of knowledge is warranted, on the one hand by academic system and on the other side by involved actors.

These researches are formed in the institutional area, so they require a hard research work of co-responsibility aimed to give equally responsibility for the process evolution both the component "action" and the component "research".

For the reasons before, only the research "Intelligence, territoriality and sustainable development: analysis of a territory, the opportunities and the constraints" improving the capacity of the territorial system to look for solutions to the future problems keeping in mind their past experience.

## **2) Main results analysis**

Speaking about the research activities global impact on the action remains difficult because of the diversity of the projects we present in this catalogue. In the technical documents we present in annexes, it is possible to find a detailed presentation of the results.

The experience in the research field accumulated, made the UNISA team a regular interlocutor of territorial actors.

The results of our research are that the planning approach and the very philosophy with which the development problems that have been tackled, utilise the research instrument in order to identify planning strategies that will generate a package of measures and actions aimed at triggering self-propelling systems of integrated and sustainable development.

The key concept that permeates through the entire research is therefore to integrate the measures in all sectors, but above all to achieve the synergic aggregation of the structural, production, environmental, social and cultural resources present in the territories. In other words, the intention is to use our research to outline a strategy so as to trigger a process able to activate virtuous mechanisms of integrated and sustainable development, by fostering the fight against and removal of the constraints and by helping to enhance the local human and environmental resources.

All that means to start from the point of view of considering the territory not as a problem that requires welfare and contributions but rather as a resource to be used in sustainable terms and likely to achieve civil, social and economic development; and as a common heritage whose preservation and development affects the entire system.

Moreover it means to create a new relationship between development and environment, capable of avoiding the potential contradiction between the two terms.

The undertaken researches can contribute to lay out and set up a development policy that does not passively imitate exogenous models, but rather assesses all possible experiences and finds its own autonomous path to development based on local resources. Therefore, this must be done also by enhancing the local material, human and social resources to be sought in terms of integration and inter-sectoral activities

and in particular by focusing on and enhancing local social and cultural systems and economic enterprise.

That's not all, integrated development meant to consider not only economic parameters, but also social, cultural and environmental parameters (thus sustainable development becomes a dimension of integrated development), as a function of the integrated improvement in all the aspects that mark a given region at a given time.

One of the expected results is to support the local culture by enhancing its history and its contents in a context of modernisation, also in order to educate the generations in a school system that is able, thanks to its quality and its location, to meet the local education needs in an exhaustive and differentiated manner; to participate actively in the process of reorganisation of the school system, thus becoming a reform motor so as to guarantee that schooling is accessible to all and has the educational and vocational training contents whereby it is able to help the local youth to become the territorial labour and culture society of the future, a high quality and modern society.

Another expected result is to foster and coordinate the processes of cooperation, aggregation, interaction, collaboration and association between public action and citizens. This is done following the philosophy behind the latest legal provisions ruling local autonomous regions aimed at identifying joint management and forms of aggregation, even at institutional level, which makes it possible to optimise and rationalise public and private resources, not only in economic terms but also in terms of efficacy and quality of services offered to users and in land management.

**III. ANNEXES**

**Technical document**

***Educate, teach, integrate and promote***

<p><b>Name of the projet:</b> Educate, teach, integrate and promote. The efficiency of system as regards students' recruitment, relatively to the tools offered by the Mayor of Cava de' Tirreni</p>
<p><b>Responsibles:</b> - Mayor of Cava de' Tirreni - Reseach Institute on Population and Social Policies (IRPPS) of National Research Council (CNR)</p>
<p><b>Concerned ThéMA research team(s):</b></p>
<p><b>Other associated research teams):</b> Families, students, teachers associations</p>
<p><b>Partner(s)– actor(s) who are associated to this study:</b> - Decision-makers - Associations - Entreprises - Medias - Health and social services - Police and justice.</p>
<p><b>Financing mode :</b> This research has been funded by the Mayor of Cava de' Tirreni</p>

<p><b>Context of the study :</b> Young population (3 to14 years) living in the Commune of the Mayor of Cava de' Tirreni</p>
---

<p><b>Nature and goal of the research project:</b> Research-action focused on young people census, it shows the real situation through the integration policy five main aspects (efficiency, integration, accessibility, helpful educational devices, other support ways), schedule in the school classes</p>
---

<p><b>Applicability of the “ research-action ” concept</b> Territorial actors' participation (those who are directly confronted with territorial problems) is carried out in an effective way Process able to activate virtuous mechanisms of integrated and sustainable development</p>
<p style="text-align: center;"><b>Methodology</b></p> <ul style="list-style-type: none"> <li>- Bibliographical report regards official documents and available students on evaluation field at national, regional and local levels</li> <li>- -historic work to show the great stages concerning the development of educational system local policies. This research, focused for a part on the report above, has been above all used in this research to point out planners' initial intentions to draw out one evaluation representative pattern;</li> <li>- statistic work to measure, thanks to many criteria, the educational system local policies production, their origin until today, and to compare them to those of other territories more or less comparable (set of Commons having seen a strong increase in the last thirty years);</li> <li>- sociological inquire on 3-14 years kids at Cava de' Tirreni. This work permits some</li> </ul>

comparisons between social habitants suburbs.

### **Analysis of the main results (regarding to governance)**

We will organize this system in five great themes:

- the polycentrism, an idea that walks, that influences the educational institutions production in this Common;
- the financial impact on local school gives quality with innovative urban laboratories;
- the treatment of school innovation, thanks to the Mayor of Cava de' Tirreni with an involvement about modernity and quality;
- the difficult emergency of proximity rule;
- the difficult issue of social mixture, the actors complex system and the responsibility have taken late as regards local consciousness about some programmes, above all the elaboration of good solutions.

### **Limits and perpetuation**

Cava de' Tirreni Common experience has permitted to have a consciousness that social and urban mixture research hasn't shown. In reality this phenomena deriving by social and urban issues put in evidence the essential points of economic policies and social territory, trying to arrive to the main point of these spirals that is "ghetto" creation, introducing some population mixture.

Is school a justice instrument yet? How do we need to teach? What is the system efficiency as regards students' recruitment?

All these questions push public action in the Mayor local contest to organize school universe with its competence and draw out Local Future School, respecting students and helping them to built a light project, giving space to social mixture, reinforcing action capacity, redefining teachers position in educational equip and creating links with territory, involving parents and new partners as decision-makers, associations, enterprises, mass media, health and social services, police and justice.

## Technical document

### *From tradition until sustainable development: territory analyses between places and opportunities*

**Name of the project :**

From tradition until sustainable development: territory analyses between places and opportunities

**Responsibles :**

- University of Salerno
- Laviano Common (Salerno)

**Concerned ThÉMA research team(s) :**
**Other associated research teams:**

- Citizens Associations
- Volontaires Associations
- Schools
- Church Community

**Partner(s) – actor(s) who are associated to this study :**

- Mayor of Laviano (Salerno)
- Administrative persons
- Citizens
- Migrants community

**Financing mode :**

Mayor of Laviano (Salerno)

**Context of the study :**

Laviano population (SA); people who live at Laviano and Laviano people who are emigrated

**Nature and goal of the research project :**

This research wants to analyse changes between social, economic and normative situation and the different logic to understand the rural territory and other territories plan. It has as aim an operative development pattern based on logic of interventions integration with new technologies, territory and actors.

**Applicability of the “ research-action ” concept**

This research-action promotes territory real knowledge through a disclosing of population' needs. In this way, representatives of more significant citizens groups are involved in the project results dissemination.

**Methodology**

The used methodology to analyse changes between social, economic and normative situation has been crossed:

- bibliographical report and archive documents regards official documents and other works on territory at regional and local level;
- some sociological surveys using focus groups to manage a conversation on this theme and the use of two questionnaires to purvey both residents and people who are emigrated;

- |  |
|--|
| - some letters sent by emigrated people to the Mayor of Laviano. |
|--|

<b>Analysis of the main results (regarding to governance)</b>
---

<p>Territory and its development during the time were the centre of opportunities for Laviano population. In the past it was the reason because of migration phenomenon all around the world, above all in South America, hoping to come back to Laviano. They worked hard, building houses in Laviano, but these houses are empty yet.</p> <p>Nowadays our research action can promote a territory idea, a place with a stronger development to avoid the past mistake in involving resources.</p>
---

<b>Limits and perpetuation</b>
--------------------------------

<p><b>1. Encourage rural populations to remain in the area</b></p>
--

- |  |
|--|
| <ul style="list-style-type: none"> <li>- Increase employment levels.</li> <li>- Improve the living conditions of the local populations.</li> </ul> |
|--|

<p><b>2. Protect and safeguard the region and the environment</b></p>
---

- |  |
|--|
| <ul style="list-style-type: none"> <li>- Improve the attractiveness of the environmental and the historic-cultural resources</li> <li>- Rationalise and strengthen the system of productive activities and services for businesses</li> <li>- Improve services for the population</li> <li>- Adapt the existing infrastructure to the area</li> <li>- Defend the land, protect the environment and the water resources</li> <li>- Enhance the environmental, historic and cultural resources</li> <li>- Develop policies aimed at enhancing and trading typical local products</li> <li>- Improving the managerial culture of local businesses</li> <li>- Advanced basic computerisation</li> <li>- Adapt existing services to the population</li> <li>- Adapt the local infrastructure</li> </ul> |
|--|

## Technical document

### *Young people and cultural consumption products*

<b>Name of the project:</b> Young people and cultural consumption products
<b>Responsible :</b> University of Salerno
<b>Concerned ThÉMA research team(s) :</b>  Contemporary society is represented more and more by a media shape, that is a society in which mass media are become “a way of life”, this gives a particular form to persons’ experience. In this framework, consumption products and cultural ones particularly represent a practise in which it’s possible to read the complex dynamics of the identity process identification-construction (Thompson; Moores; Tosoni; Castells; Lèvy)
<b>Other associated research teams):</b> - Calabria University - Lecce University - Suor Orsola Benincasa University (Naples)
<b>Partner(s) – actor(s) who are associated to this study :</b> - Schools - Young People Associations
<b>Financing mode :</b> This research has been funded by MIUR (University and Research, Teaching Minister)

#### Context of the study :

High school students (scuola secondaria superiore) and young people workers, born in 1978-1990, in Campania (Salerno, Naples) and in Calabria (Cosenza, Catanzaro, Reggio Calabria, Crotone, Vibo Valentia)

#### Nature and goal of the research project :

This research analyses young people, born in 1978-1990, cultural consumption products, to understand what is mass media role and their consumption in young people identity process and their influence. It also tries to understand what are consumption products dynamics concerning young people as well as identity construction ones and mass media influence on this construction, to make young people have a consciousness as regards their choises.

#### Applicability of the “ research-action ” concept

Young people initial taking part occurred through the use of focus groups (from 8 to 10 persons) to manage a conversation on this theme.

Taking part to research methodology concept starting from the point of view of young people formal and informal organizations.

Young people’ taking part to results dissemination.

#### Methodology

Research used methodology has been crossed.

- bibliographical report regards official documents and available students on evaluation field at national, regional and local levels (V IARD report on Italian young people condition) which will permit to point out the most significant trends of Italian young people as regards consumption

- |  |
|--|
| products and Communication Observatory of “Cattolica” University of Milan<br>- some sociological surveys using a questionnaire that will be purveyed to these young people |
|--|

**Analysis of the main results (regarding to governance)**

This research is in course.
-----------------------------

**Limits and perpetuation**

Results dissemination will occur:

- among territory local government institutions
- among young people organizations
- among educational institutions.

Research results dissemination can influence school and territorial institutions projects in educational field and young people promotion channels and their cultural expressions.