

ENTI Salerno 2009

International Conference of Territorial Intelligence

Territorial intelligence and culture of development

November, 4th - 7th 2009

Programme

Wednesday, November 4th

10:30 ENTI board (Room 4 - Scienze della formazione)

ENTI development, new local laboratories of territorial intelligence, international research group and research activities

Strategy for FP7 project "new jobs, best life" : research axes and activities, participants, work packages and work plan, management and budget

Organisation for synthesis

13:00 Lunch at Unisa Mensa

15:00 Plenary assembly on research axes and activities of ENTI and FP7 project (Room 4 - Scienze della formazione)

This assembly is very open to understand and debate:

- The contents, the activities (research and dissemination) of the project research of ENTI, and the implication of each participant and researcher.
- The research activities of the FP7 project "new jobs, best life", their organisation in work packages and tasks, the management of the project and the dissemination of its results.

16:30 Break

17:00 Workshops on research orientations of the FP7 project (Rooms 5-7-8-9, Scienze della formazione)

These workshops are very open to understand and debate the research and dissemination activities of the FP7 project "new jobs, best life", according to ENTI activities.

18:30 Break

20:00 Dinner in Hotel Dei Principati

Thursday, November 5th

09:00 Reception

09:30 Opening session (Room "Aula N. Cilento" videoconference)

Saluti autorità

Raimondo PASQUINO, Rector of University of Salerno,

Luigi REINA, Preside Facoltà di Scienze della Formazione, UNISA

Giuseppe ACONE, Director of department of Science of Education, UNISA

Edmondo CIRIELLI, President of Provincia of Salerno

Anna SAVARESE, President of Parco Monti Lattari

Chairperson: Vincenzo CESAREO - Report : Horacio BOZZANO

Natale AMMATURO: Territorial intelligence and culture of development.
Introduction to the conference

The sustainable development culture can't be interpreted as the only model assigned to the territorial intelligence.

The territorial intelligence is a bearer of innovative cultural instances, which are inserted, giving new life to them, on roots of a tradition with which we indicate and recognize the territorial identity.

The territorial intelligence represents and promotes the development of socio-economic-cultural resources of its own territory, selecting and evaluating, in a particular way, those more congruent with developments models whose sustainability depend also on the social habitat demand.

Jean Jacques GIRARDOT: How territorial intelligence will help the combination of the objectives of sustainable development

The concept of territorial intelligence has been originally based on sustainable development with global approach (multi-disciplines and multi-sectors), participation and partnership.

How can it help to solve the current tension between the objectives of sustainable development and to foster and promote convergence?

The territorial level, which suffers from social and environmental costs, will be the determining scale of this combination, provided the focus welfare of each and all.

11:00 Invited conferences (Room Scienze della formazione Cilento videoconference)

Chairperson: Vincenzo CESAREO - Report : Horacio BOZZANO

Pierpaolo DONATI : The culture of social networks and the development of territorial intelligence in the era of globalization

Pierpaolo DONATI, Università di BOLOGNA, is director of the journal "Sociologia e Politiche Sociali" - Sociology and Social Policy, and member of the board of "International Sociology and innovation"

The conference deals with the issue of the development of Territorial Intelligence (TI) as influenced by the way people and collective actors understand and practice social networking (the 'culture of social networks'). As a matter of fact, TI can be viewed basically as a response to the challenges of globalization, in so far as globalization redefines the territorial borders of all political-administrative systems and brings about the 'reticularization' of the whole society. Pierpaolo DONATI argues that we must elaborate a general framework, which can allow us to analyze the TI as a networking system whose success or failure depends on how it works out the culture of social networks in terms of production and/or consumption of social capital in its different forms (primary, secondary, generalized). The building of local welfare systems can provide more or less social cohesion depending on the fact that the culture of social networking be able to produce

common goods as relational goods stemming from an emergentist dynamics of social capital.

Oscar MADOERY: Territory, development and politics

Oscar MADOERY, Universidad de ROSARIO Argentina, is the general coordinator of the Network of Territorial Economic Development and Employment in Latin America and the Caribbean.

The idea is to suggest that the global era, we must look differently at the development and act differently from the predominant forms in general in the twentieth century. Basically it is to combine multiple territorial levels and multiple dimensions of development, to offer more appropriate responses to the challenges of the time. This policy requires development of new knowledge and greater scope in territorial governance.

Parliament of Mercosur, Juan Manual IRRAZABAL (Argentina), Carmelo BENITEZ (Paraguay), Adriana PEÑA HERNANDEZ (Uruguay): Missions, functions and an University innovating project of Mercosur for sustainable development.

Juan Manual IRRAZABAL is deputy for Argentina in Parliament of Mercosur, President of the Regional Sustainable Development Commission
Carmelo BENITEZ is deputy for Paraguay in Parliament of Mercosur, Vice-president of the Regional Sustainable Development Commission
Adriana PEÑA HERNANDEZ is deputy for Uruguay in Parliament of Mercosur, Member of the Regional Sustainable Development Commission

The Parliamentarians IRRAZABAL and BENITEZ will address the roles and functions of the Commission not only related to the Regional Sustainable Development, but with related issues such as Land Management, Environment, Housing, Tourism, Food, Integration and other issues.

The Parliamentary PEÑA HERNANDEZ will refer to an initiative to create a university MERCOSUR articulating chores scientific work with political-institutional and community referrals to the gestation and incubation of development projects in specific territories.

13:00 *Lunch at UNISA Mensa*

15:00 **Thematic conferences (Room "Aula N. Cilento" videoconference)**
Chairperson: Domenico SECONDULFO - Report: Serge GAGNON

Paola DI NICOLA: Fragments of reflexive modernity: keywords

There are words that circulate in the contemporary society, apparently isolated headwords, but in fact plan of a new debate on the modernity, that reconnect in new shapes the relations between individual and individual, between individual and society. As a consequence new utopia appear, and from a criticism of the effects expected (or not) of the modernity, they allow to define trends and drifts of a society troubled in the search of solutions for problems in which it is more and more difficult to give an answer, remaining attached to the dominant way of thinking.

Franco MARTINELLI: Different aspects of tourism in the cities of art

Blanca MIEDES-UGARTE: Territorial governance for the socio-ecological transition

Current societies face major economic and social tensions that are demanding a socio-ecological transition at global level. The conference raises the importance of taking into account the territorial dimension of the causes and effects of these tensions and the need of strengthening mechanisms and instruments of territorial governance to enable a more adapted transition to population needs in each territory.

Serge ORMAUX: "Products of terroir", between environment, culture and territorial development

In the double context of globalization and socio-ecological transition, numerous territories are in search of models of development granting a larger place in social dimension, in environment, in culture, and generally in immaterial resources. In this regard, the mode of development constructed on the promotion of "terroir products" appears as a particularly promising way; on condition of course that the reference to the "terroir" is not a simple argument of marketing in the service of a product but the support of a true project of territory.

17:00 Break

17:30 Thematic workshops

Topic A(1): State of the art of territorial intelligence (ROOM " Aula N. Cilento" Videoconference)

Chairperson: Cyril MASSELOT - Report: Philippe DUMAS

- 139A1 Denis CHARLEBOIS, Horacio BOZZANO, Philippe SIGNORET: *Three territorial approaches and three cases in Argentina, Canada and France: territoriesnet.org in motion.*
- 102A1 Lourdes M. POUJOL, Fabricio GLIEMMO: *State of the art on Latin-American territorial research*
- 115A1 Mohamed-Amokrane ZORELI: Kabylie, a territorial intelligence given by an ancient culture
- 175b1 Pablo COSTAMAGNA: Several challenges for territorial development in Argentina
- 206c1 José AROCENA: Decentralization and democratic participation in Montevideo. Neighbourhood councils and contribution on the metropolitan issue
- 155b1 Irene VELARDE: Methodological proposal for the activation of localized agrofood systems in Argentina
- 142b1 Marina BLANCA: Territory, environment, places and management tools. Case District Bajada Grande, Paraná, Argentina
- 151b1 Vanesa CRISSI: *The Stlocus Method*. Application to the Isla Verde, Córdoba, Argentina. Basis for territory zoning
- 132b1 Gastón CIRIO: Territorial understanding: Application of the Territorii method. Case study of the territorial and urban planning code in Colón, Buenos Aires, Argentina

Topic B(1): From knowledge of territories to territorial action (Room 7- Scienze della formazione)

Chairperson: Serge GAGNON - Report: Serge ORMAUX

- 138B1 Christophe BREUER, Guénaël DEVILLET, Bernadette MERENNE-SCHOUMAKER: Territorial reconversion and territorial knowledge: added-value of a territorial intelligence process in FIÉMALLE (Belgium)
- 182B1 Celia SANCHEZ, Antonio MORENO, Maria del Carmen CABRERA: Territorial socio-economic indicators: necessities and accessibility
- 189B1 Marko KRYVOBOKOV, Nicolas OVTRACHT, Valérie THIEBAUT: Analysis and prediction of household location choice in Grand Lyon with urban land use simulation tool UrbanSim

Topic C(1): Territorial governance, vulnerable populations and territories voltage (Room 8- Scienze della formazione)

Chairperson: Serge SCHMITZ - Report: Blanca MIEDES

- 184C1 Claude-Etienne SISSAO: Vulnerable populations and accommodation strategy: The Association for Development Delwendé and the Touaregs refugees (1993-1996)
- 148C1 Mihai PASCARU-PAG: Territorial Governance, Cultural Diversity and Sustainable Development in the Rural Area. Research on the Micro-region Livezile-Rimetea, Alba County, Romania
- 172C1 Domenico SARNO: Social political and economic needs of rural area in the South of Italy: the case of Irpinia zone

Topic D(1): Culture, tourism and sustainable territorial development (Room 9 - Scienze della formazione)

Chairperson: Natale AMMATURO - Report: Christian BOURRET

- 193D1 Luc GRUSON: The cultural dimension of territorial intelligence, state of the art, case of cultural heritage
- 103D1 Emiliana MANGONE: The cultural heritage and development: the case of LAVIANO area
- 106D1 Sophie LACOUR: Multiscalar form of heritage mediation in a process of territory sustainable development

Topic E1: Combining economic, social and environmental objectives of sustainable development in the context of the socio-ecological transition. From knowledge of territories to territorial action (Room 4 - Scienze della formazione)

Chairperson: Guenaël DEVILLET - Report: Evelyne BRUNEAU

- 196E1 Sandrine RATH, Christiane ARBOGAST and Patrick DELECRAZ: Two approaches to improve the knowledge of people in the "Relais emploi" of STRASBOURG
- 200E1 Laurence MEIRE, Carine DE NOOSE, Eric BERNARD, Jean-Marie DELVOYE, Aurore URBANO, Jean-Jacques GIRARDOT, Cyril MASSELOT: New experiment of Catalyse research-action method in Chapelle-lez-Herlaimont
- 199E1 Julia FERNANDEZ QUINTANILLA, Jean-Jacques GIRARDOT, Enrique BARBERO RODRIGUEZ, Javier MAHIA, Cyril MASSELOT, Rémi THOMAS: egorrion, a new step in ACCEM observation strategy for socio-ecological transition

19:00 Posters, videos and tools presentation (permanently accessible)

- 211 Horacio BOZZANO, Alexandre MOINE, Philippe SIGNORET: *Different views on the concept of territory.*

20:00 Dinner (free)

Friday, November 6th

09:00 Thematic conferences (Room "Aula N. Cilento" videoconference)

Chairperson: Tullia SACCHERI - Report: Blanca MIEDES

Roberto LAVARINI: Lights and shades respect the idea of sustainability

It is from a lot that speaks of environmental sustainability and the virtuous behaviors they are slowly taking root in the daily life of the people, at least as it regards the west. You also knows that, if these behaviors won't be shared from the greatest part of the citizens, every effort it will be destined to fail for which both the public powers and the enterprises of the agricultural and productive sector they are activating for limiting the damages of the development. It is not however the same thing in the tourism. Our give searches on the field revolts to the tours operator during the 2006 Bit and repeated in 2009, it results that many tours operator, the great majority, also being to personal level convinced of the necessity to defend the environment both physicist how social, to preserve it for the populations live it, to advantage of theirs and our children, they have not appeared determined to concretely operate in this sense. The cause alleged more frequently is type economic: being their profit notably meeting places in comparison to the producers of other goods, are incapable to bear the costs that every variation, every innovation involves.

Alberto GASPARINI: Boundaries between tourism and global public health

Cyril MASSELOT: Information, communication and territorial intelligence, new challenges

Cyril MASSELOT, Université de Franche-Comté, France, is the animator of Information and Communication activities of ENTI.

The challenges of information and communication with the combination of the objectives of sustainable development. What info-com methods and tools for ENTI and the FP7 project "New jobs, best life" ?

Horatio BOZZANO: "Territorios, Actores, Gobernanza": a project of territorial intelligence for the Mercosur.

Horacio BOZZANO, Univesidad de LA PLATA, Argentina, is the animator of new laboratory "Territory, Actors and Governance" and the coordinator of Mercosur network "Territorios posibles"

The territorial governance in Latin America poses new challenges, other forms of development and real transformations, virtuous and verifiable. In TAG Possible Territories are working to implement at an early stage in the MERCOSUR, specific intervention projects with scientific support that respond to our public institutions and communities involved. EIDT perspective is promoted understanding, intelligence and territorial development, which applied in scientific research on specific interventions and university education.

11:00 Break

11:30 Thematic workshops

Workshop on line: Program 2010-2012 of the coordination TAG and cooperation between Mercocur and European union: scientific activities and communities projects and possible territories. (Room "Aula N. Cilento" Videoconference)

Chairperson: Horacio BOZZANO - Report: Mariela ALVA

160b2 Eugenio SCALA: *Informal dairy producers and social milk*. Cases in Corrientes and Misiones, Argentina

207b2 Jorge KAROL, Fernando FREDIANI, Horacio BOZZANO, Gaston CIRIO and Cintia BARRIONUEVO: Territorial development and railway reactivation between Paraná and Basavilbaso, Entre Ríos,

- Argentina
- 208c2 **Jorge DI PAULA**: Public, private and social management of houses and technological components locally handcrafted in Montevideo, Uruguay
- 129b2 **Silvana CAPPUCIO**: Bioregionalism as a new development paradigm. Guidelines for the implementation of bioregional management in the Puna and Quebrada areas of the Jujuy Province, Argentina

Topic B(2): From knowledge of territories to territorial action (Room 7- Scienze della formazione)

Chairperson: Serge GAGNON - Report: Serge ORMAUX

- 167B2 **Philippe WOLOSZYN, Eve ROSS, Frédéric LUCKEL, Gaëtan BOURDIN**: A collaborative hypertool environment for sustainable landscape and urban design
- 140B2 **Serge SCHMITZ**: Wind Turbines in my landscape. A new methodology to assess the landscape capacity and social attitude
- 161B2 **Judit ZSÁK, Béres CSABA ZOLTAN**: Spatial databases and spatial data mining for the competitive and sustainable information society

Topic C(2): Territorial governance, vulnerable populations and territories voltage (Room 5- Scienze della formazione)

Chairperson: Natale AMMATURO - Report: Celia SANCHEZ

- 158C2 **Tullia SACCHERI**: Community intelligence and reflexivity
- 164C2 **Maria Antonietta SELVAGGIO**: The crisis of wastes and participative democracy in Campania
- 166C2 **Gennaro AVALLONE**: Forms of Participation, Nimbyism and Local Knowledge. Notes about two case-studies

Topic D: Culture, tourism and sustainable territorial development (Room 8 - Scienze della formazione)

Chairperson: Sophie LACOUR - Report: Luc GRUSON

- 108D2 **Rita SALVATORE**: Going tourist. Tourism and translation of local cultures
- 169D2 **Roberto LAVARINI**: The responsible tourism: travellers and tour operators
- 145D2 **Xuan Thao Thi DANG**: Community based on tourism: a logical alternative as a model of sustainable development in the central region of Vietnam

Topic E(2): Combining economic, social and environmental objectives of sustainable development in the context of the socio-ecological transition: changes in job areas and in local systems of employment and welfare (Room 4 - Scienze della formazione)

Chairperson: Jean-Luc FAUGUET - Report: Philippe WOLOCZYN

- 188E2 **Csilla FILO**: A rural area of social processes present in the Sellye region, in Hungary
- 191E2 **Mihai PASCARU-PAG, Lucian MARINA, Calina Ana BUTIU, Lavinia HOLUNGA**: The employment and social welfare system in post-communist Romania

204E2 Guenaël DEVILLET, Christianne RULOT: Toward a transverse and prospective approach integrated into a logic of territory in sustainable employment in the sector of ecological construction of Nord of Belgium Luxembourg

13:00 *Lunch at UNISA Mensa*

15:00 Thematic workshops

Topic B(31): From knowledge of territories to territorial action (Room 7 - Scienze della formazione)

Chairperson: Serge GAGNON - Report: Serge ORMAUX

131B31 Leopoldo GURMAN: The redemption of the commons, contributions to urban planning from territorial intelligence and ecological economics

143B31 Monica CUGNO: New technology for strategic management policy in small areas: the 'GIS Piedmont region'

183B31 Celia SANCHEZ, Antonio MORENO: Triangulation of quantitative and qualitative methods for territorial analysis

Topic B(32): From knowledge of territories to territorial action (Room 5- Scienze della formazione)

Chairperson: Guenaël DEVILLET- Report: Mihai PASCARU

109B32 Fabricio GLIEMMO: Recent territorial transformations in LA PLATA Harbour, Buenos Aires, Argentina

135B32 Mariela V. ALVA: Palimpsests from Buenos Aires Province. Past, present and future of Trenque Lauquen City's territories and places

198B32 Sylvie DAMY, Bénédicte HERRMANN, Jean-Jacques GIRARDOT, Cyril MASSELOT and Rémi THOMAS: First steps in the modelling of Territorial Intelligence Community Systems.

Topic C(3): Territorial governance, vulnerable populations and territories voltage (Room 8 - Scienze della formazione)

Chairperson: Julia FERNANDEZ QUINTANILLA - Report: Blanca MIEDES

181C3 Manuela FERNANDEZ BORRERO, Isabel FRANCO LINGERFERT: Participatory evaluations strategy in the "Plan integral del distrito V (Huelva, Spain)": a methodological proposal of communitarian empowerment

171C3 Julien ANGELINI, Marie-Michèle VENTURINI: About the complexity subtended by the integration of actors in territorial project

192C3 Sandrine RATH, Emmanuel BECK: To develop a sustainable relationship in the paths to job

Topic D(31): Culture, tourism and sustainable territorial development (Room 9 - Scienze della formazione)

Chairperson: Emiliana MANGONE - Report: Luc GRUSON

101D31 Christian BOURRET: The Compostela ways: search for seaming, importance of relations and stakes of sustainable development

141D31 Giuseppina CERSOSIMO: Education and promotion for a sustainable development in a Mediterranean area

206D31 Maria ALBRIZIO: Citizen participation as a prerequisite for sustainable development of territory: The case of Pompeii

Topic D(32): Culture, tourism and sustainable territorial development (Room 6 - Scienze della formazione)

Chairperson: Natale AMMATURO - Report: Jean-Luc FAUGUET

152D32 Antonina PLUTINO: Emotional landscapes of university students imaginary of Campania (Italy)

185D32 Emilio COCCO: Spaces and Times of The Adriatic Multi-city

146D32 Peter ÁCS: *Local culture on-line*

Topic E: Combining economic, social and environmental objectives of sustainable development in the context of the socio-ecological transition: changes in job areas and in local systems of employment and welfare (Room 4 - Scienze della formazione)

Chairperson: Csila FILO - Report: Philippe WOLOSZIN

104E3 Philippe SIGNORET: Participative systematization and conceptual maps, methodological proposal to enhance competences, better understand and monitor local issues and strengthen decision making

168E3 Andrea BARBIERI: The city and territory roles in local development.

202E3 Silvana PANZA: Environment and global society

Workshop on line: Social problems and territorial approaches (Room "Aula N.Cilento" - Scienze della formazione - videoconference)

Chairperson: Horacio BOZZANO - Report: Leopoldo GURMAN

154d3 Rodolfo BERTONCELLO: Tourism and territory in Argentina

209b3 Cristina ZURBRIGGEN y Lenin MONDOL: Migration and local economic development. Cases Lavalleya and Canelones, Uruguay

111b3 Elisa BRUSSA: Aural territories and soundscapes. A study on the perception of landscape in the city of Rosario, Argentina

210c3 Marcos MORALES: Urban expansion, production of spaces and territories. The impact of the fundamental covenants and events in course in Higüey, Santiago and Santo Domingo, Dominican Republic

135b3 Mariela ALVA: Palimpsests from Buenos Aires Province. Past, present and future of Trenque Lauquen City's territories and places

127b3 Cintia Analía BARRIONUEVO: Territory, insecurity and citizenship. The case of the neighbourhood Rincón Las Perlas in the Alto Valle of Río Negro and Neuquén, Patagonia, Argentina

16:30 *Break*

16:45 Thematic Workshops synthesis (Room "Aula N.Cilento" videoconference)

17:45 *Break*

18:00 Prospects of ENTI and of the FP7 project (Room "Aula N.Cilento" videoconference)

19:30 *Break*

20:00 *Official dinner in Hotel Dei Principati*

Saturday, November 7th

Regional cultural visit : Fisciano / Pompei - Amalfi / Baronissi

08:15 Departure by bus from hotel dei Principati to Pompei.

Arrival in Pompei <http://www.pompeisites.org/>. and morning visit to the archaeological area the town of Vesuvius.

12.30 Lunch at a restaurant in Pompei

As a result, continuing by bus to Amalfi <http://www.comune.amalfi.sa.it/>.

Arriving in Amalfi in the early afternoon. Visit the Cathedral of St. Andrew and the Museum of the Charter.

At the end, return by bus to hôtel dei Principati.

Sunday, November 8th

Regional cultural visit: Fisciano / Paestum - Padula / Baronissi

08.15 Departure by bus from hotel dei Principati to Paestum <http://www.paestum.de/en/indexen.htm>.

Arrival at Paestum. Morning visit to the archaeological area of this pleasant town of the ancient Magna Graecia.

12.30 Lunch in a restaurant in Paestum.

When finished, continue by bus to Padula <http://www.campanie-campania.net/italiano/certosa-padula.html>.

Visit the famous Monastery of San Lorenzo (closing time 19.00).

At the end of the visit, return by bus to hôtel dei Principati.