



CONFERENCE OF THE EUROPEAN DIOGENES PROJECT: SELF-EMPLOYMENT AND SUSTAINABLE DEVELOPMENT OF THE TERRITORY

OCTOBER 20, 2008 - SALA DEI GRANDI, AREZZO (ITALY)

Supporting the socio-economic sustainable development and the employability of European industrial districts facing reconversion is the aim of the EU project “*DIOGENES - Supporting the development of industrial reorganisation areas through self-employment and brokerage activities*”, financed by the European Commission within the Lifelong Learning Programme –Leonardo da Vinci Programme (2007-2010) – Transfer of Innovation.

The project will contribute to:

- Support the development of the entrepreneurial spirit of young people living in these areas and the evaluation of entrepreneurship competences. The idea is the creation of a chain effect as new enterprises create new jobs for other young people in the area. The project foresees indeed the activation of entrepreneurship guidance/training pathways for young people willing to start up new enterprises during the last quarter of 2008. At least two enterprises are expected to be created in the area which will be sustained by the incubators from the partnership;
- Support the update and specialisation of professionals working in the public sector, in order to make them act as agents/brokers of the territory by increasing their knowledge and competences in support of entrepreneurship and the management of public resources. For this reason a refreshment and training pathway addressed to stakeholders/decision makers, frames in thematic workshops, will be organised in the partner countries;
- Analyses, contextualize and transfer of good and innovative practices for the creation of enterprises and the development of industrial areas facing



reorganisation. The products and methodologies from the project are improved and tested during European projects.

This first national DIOGENES conference is organised by *Melius srl – International Mobility and Employment*, the transnational project coordinator, with the support of the *Arezzo Provincial Government – International Cooperation Unit*, the project leader. The conference will introduce instruments and initiatives for the promotion of the transfer of innovation and the dissemination of good practices in the context of self-employment for youngsters and territorial development.

Products and activities from DIOGENES, as well as the conference presentations will be available on the web site: <http://diogenes.meliusitaly.org/>

The registration form can be downloaded from the “Events section” of the website www.meliusitaly.eu



PROGRAMME

09.00h Registration

09.30h Opening

Enzo Moretti, Arezzo Provincial Government – International Cooperation Unit

09.40h Valorisation and innovation in the European projects of the Lifelong Learning Programme managed by the LLP National Agency

Francesca Trani, ISFOL

10.00h Session 1: Experiences to promote young entrepreneurship

Moderator: Giuseppe Fortuna, Tuscany Regional Government

The Agreement for the Territorial Development of the area of Valdarno Aretino, Alessio Veneri, President of the Agreement for the Development of Valdarno Aretino

Actions and tools to support the business start-up: the project of Enterprises Incubator in Cavriglia, Francesco Quagliuolo, Theorema srl

The Tuscany model of business start-up, Roberto Castellucci, Institution Industrial Districts of the Arezzo Provincial Government

Territorial cooperation and networking, Maria Paola Giorgi, Sviluppo Italia – Toscana

Entrepreneurship according an intercultural and gender approach, Blagovesta Guetova, Association Agorà dei Mondi

Debate

11.15h Coffee break



11.30h Session 2: Tools and mechanisms to support entrepreneurship

Moderator: Cristina Cogoi, Melius srl

The European project Diogenes: activities and development strategies, Cristina Cogoi, Melius srl

Tools to promote the entrepreneurship: The SISAL project, Tiziano Cini, Agency for the Development of the territory Empolese Valdelsa

Develop competences for the business start-up: the European project COMPETENZE C.I.E-L.I., Flavio Bergonzoni and Maria Rosa Bordini, Ecipar in Ravenna

The project "For_Pro_AR, Luigi Pallotti, Institution Industrial Districts of the Arezzo Provincial Government

Debate

12.45h Closure of the conference

Andrea Cutini, Councillor Production Activities, Environment, Energy of the Arezzo Provincial Government