

"Development" The magic word

The Development of Calitri is everybody's job

Everyone makes his own choices on how to remove obstacles to the economic, social, and cultural recovery of Calitri

Translated from the Italian by Benjamin De Maio Montalbano

* Luigi Di Maio

In the face of national economic stagnation, Calitri lives in times that are even more difficult. Local entrepreneurial

and private institutions must merge in a correlated manner. In this picture, it is easy to imagine, in the face of the collapse of consumption and private investment, a negative trend that presses down like a huge boulder on the local

products and services more competitive and which, at the same time, offer everybody the opportunity to improve the local bidding and, above all, to begin entrepreneurial initiatives and therefore new employment opportunities are lim-



initiatives capable of meeting the challenges of the market are either lacking or have a difficult time getting started. No ability exists to promote and evaluate territorial resources, to focus on innovation and training, to start sustainable development in conformance with the environment and, above all, to "re-build" a new local system. A local system that is understood as a collection of factors that cannot merely be defined from the point of view of a productive organization, but, from my point of view, culture, history, community, politics, economy and, above all, the public

economy, with increasingly negative implications for increases in production and services, and for the ability of our businesses to compete. **The future of Calitri is uncertain, and I sense the troubling signs of a prolonged and profound crisis.** For over two years, the Communal Administration, in agreement with the Region, the Province, and the Mountain Communities, has been recommending and promoting the instruments of development on which to act.

Public-private initiatives and joint financing offer incentives to make our

ited. Notwithstanding everything, private initiatives and new investment are lacking. The poor investment attitude, in Calitri as well as in Alta Irpinia [High Irpinia] added to the delays accumulated up to now for the definition of the public incentives for the development of the internal Mezzogiorno [Southern Italy], define another serious situation: **Human Desertification.** If we consider that this is an intolerable reality and if indeed we want to remedy it, then the choice we must make is one of selecting an effective growth strategy. It is a choice that allows, in the

short and medium term, the promoting of growth in both the economy and employment.

Growth must become Calitri's main economic priority. The therapy to cure local economic stagnation can, in any case, come only from a diagnosis of our problems. Our problems can be summed up in the inability of Calitri to adapt its own economic system — that is the complexity of the policies, institutions, and organizational models of economy and production—to a world and to some markets that have already been transformed by technological innovations and by an increasingly intensified competition. The legislative instruments in support of the development: **P.I.T. [Territorial Integrated Projects] P.O.R. [Regional Operation Program], Area Contracts, Industrial District, etc.**, which are considered only by the public administration, do not meet the interest of social and economic capital of our community, which, on the contrary, continues, notwithstanding the considerable financial resources available, to hope for development from above, rather than be activated by dominant figures in order to contribute to the construction of a local system of small and medium businesses that are in the position to produce wealth and employment as well as their own profit. The activation of the development mechanisms, centered on the evaluation of our wealth of environmental, cultural, and historical resources, would allow our community to begin an organized local development and to keep the

process of the abandoning of territory within limits compatible with territorial and environmental equilibrium. **Policy cannot make choices that belong to people.** The limited amount of private initiatives risk, if new events do not intervene, further depressing entrepreneurial activities, production, and therefore employment.

Resolving the question of local development is not simple, but, at this point of the legislature, after two years, I believe it is useful to contribute to the debate regarding the policies and economic strategies to be supported in order to best use the great financial resources of the Campania Region and of the European Union. It is necessary that every one of us make our own choices in order to remove the principal obstacles to the economic, cultural, and social renewal of Calitri. If one wants to foster growth in Calitri, a program of planning and programming of the resources available aimed at a process of development that is in a position to involve simultaneously all the public and private subjects is necessary.

We can manage it; we must recover and believe more in our entrepreneurial capacity, we must invest more toward innovation and in order to improve the offering of goods and services, while recovering our traditional catchment area on this side and the other side of the Ofanto River.

An education and training project that equally enhances cultural, theoretical, and practical aspects and is rooted in the methodology of the plan

in comparison with the world of business and of the professions in order to build a concrete perspective of human and professional development is necessary. To this end, the local School cannot continue to "look" elsewhere, it must make a contribution, through an adequate training plan, in order to develop a "**Culture of production**", a "**business grasp**" that is indispensable to rebuild a local system that is in a position to produce wealth, while evaluating territorial resources. The promotion and development of young entrepreneurship represents, without a doubt, an occasion for "rebuilding" a new local production network that is in a position to assure future generations: **production, employment, wide spread wealth, and quality of life.**

*** Assessore of Production Activity
Commune of Calitri.**