



POR FESR 2007- 2013  
OBIETTIVO COMPETITIVITA'  
REGIONALE E OCCUPAZIONE  
Friuli Venezia Giulia

INVESTIAMO NEL NOSTRO FUTURO



## ERDF VADE-MECUM

*A valid helper for beneficiaries*

In addition to the cycle of activities that take place regularly under the Communication Plan of the ERDF ROP 2007-2013 to raise awareness regarding the opportunities offered by the European Regional Development Fund, we now add the ERDF Vademecum.

The document contains within its pages (in both Italian and English versions), the important information regarding the public contests, as well as an explanation of the terms used in the documentation relative to the presentation of applications. Our main intent is therefore to offer our citizens and potential beneficiaries of the ERDF monies a practical tool to understand the contests themselves, which unfortunately are not always very clear due to a few terms they use.

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Managing Director  
Enzo Cattaruzzi

## Community and International Relations Entrusted to De Anna



Born in Cordenons on 30 September 1949, he has practised the profession of surgeon. A graduate of the Paschini Scientific Lyceum of Tolmezzo, he earned his degree with full marks in Ferrara in 1974. He practised as a surgeon in Rovigo and from 1978 was a general doctor, specialist in general surgery and forensic medicine and insurance in Cordenons.

Elio De Anna has an important sports past in basketball and field athletics but also rugby, where he has played both in Series A and Series B for 13 seasons, collecting 2 championships and 28 matches with the national team. After his competition activities he has been active in sports associations and was, amongst other roles, National Councillor of the Italian Track and Field Federation.

In 1997 he was elected City Councillor in Cordenons, President of the City Council in 1997-1998. President of the Province of Pordenone from 1999 to 2008, President of the Union of Italian Provinces of FVG (2001-2002 and 2005-2006). He was the first President of the Community of Friulian Provinces. Member of the Convention for the Amendment of the Regional Constitution. Pre-

sident of the Board of Directors of the FVG Airport S.p.A. from 2003-2006. President of the Research and Archives Centre of Spilimbergo Photography (1999-2008). Member of the Board of Directors of the Pordenone University Consortium (1999-2007) and visiting Professor in Motor Sciences at the University of Udine (2001-2002).

He was elected Regional Councillor in 2008 in the ranks of the People of Liberty party.

Since the beginning of the legislature until 13 July 2009 he was Regional Commissioner for Organisation, Personnel and IT Services; after that date he was Regional Commissioner for the Environment and Public Works, with the portfolio for Recreational and Sports Activities. Since 16 October 2010 he has been Commissioner for Culture, Youth Policies, Recreational and Sport Activities, Community and International Relations.

When asked about the subject, the Commissioner emphasised that: "International relations on one hand determine the geopolitics of the Region and at the same time the leadership Friuli-Venezia Giulia wishes to demonstrate in the context of the European chessboard. All that in harmony with its two institutions that operate specifically in the sector – Finest and Informest. Together with these agencies the strategy is to extend relations to the 26 countries of Eastern Europe from Slovenia to the countries of the ex-Soviet bloc. In addition there are two other sectors that contribute to the definition of policy in the international arena of our Region. The first is linked to the role that Friuli-Venezia Giulia covers thanks

to an assignment from the Ministry of Foreign Affairs – in the person of Minister Franco Frattini – given to President Renzo Tondo in the context of policies with Serbia. In particular, in virtue of our representative role to negotiate with our bordering country in the name of the Italian government, Friuli-Venezia Giulia will be able to guarantee benefits to all of Italy but in particular to our Regional territory. In addition, on the occasion of the convention with saw as its protagonists the Italians residing abroad for two days in Villa Manin, we have understood how important it is to cover and defend the role of our ambassadors who live in almost all the countries of five continents. Thanks to them we can consolidate diplomatic relations in the Americas, with an action that should aim at international relations able to result in economic contacts. In this context the Chambers of Commerce of our region must assume their role, both through Unioncamere and with the single offices, which shall be invested with a dynamic role to lead and point private companies in the not-easy task of establishing commercial relations".

This space seemed necessary to us to present the new political point of reference for the Central Administration of Community and International Relations, and especially to offer best wishes to Commissioner De Anna from the entire editorial staff of "FVG Obiettivo Europa" ("FVG: Objective Europe") and from the entire Administration in his new adventure.

# AUGUSTO VIOLA

## Experience at the Service of the Administration

Mr. Augusto Viola now arrives at the leadership of the Central Administration for Culture, Sport, Community and International Relations. The new Central Director boasts a very respectable CV. In the field of regional administration, in fact, he has already served in such important roles as Chief of Staff for the Regional Presidency, Central Director of the Administration for Agricultural, Natural, Forestry and Mountain Resources, as well as Central Director of the Public Function Administration. A man most involved in social services, Mr. Augusto Viola, a person of great moral and professional standing, will certainly lend experience and professionalism to the entire Administration.

The Administration, together with the editorial and writing staff of "FVG Obiettivo Europa" ("FVG: Objective Europe") offers best wishes to the Director in his new position. ●



# INTERREG IV ITALY - AUSTRIA

## Infoday on the fourth contest for the presentation of project proposals



On 22 November 2012 Infoday was held at the Regional Auditorium to present the fourth announcement for the presentation of projects opened up under the Interreg IV Italy-Austria 2007-2013 Programme. The morning was dedicated to an explanation of the contents of the fourth announcement by the Management Authority of Bolzano, with special attention on new strategies introduced as compared to previous contests; the Regional Co-ordination Unit furnished instructions for the correct formulation of the project proposals and the first level Structural Funds Programme Monitoring Structure presented the eligibility rules for expenses. Ample time was also dedicated to questions from the public.

The Interreg IV Italy-Austria programme is divided into two action priorities: the first concerns economic relations, competitiveness and diversification of private companies; the second concerns the context of the territory and its sustainability. The day's programme included, after the welcome comments, presentation of the fourth announcement and the technical instructions for the presentation of the request forms. At the beginning of the meeting, Management Authority

Peter Gamper of the Community Affairs division of the Autonomous Province of Bolzano-Alto Adige, explained to those present the current progress of efforts concerning the Interreg project. To date some 75 projects have been approved, divided into two priorities (32 for the first and 43 for the second) for a total of 200 partners involved in the project.

Following that, and to offer explanations on how to fill out the project form, the evaluation criteria of the project forms and the programme structures, Alessandro Mastromonaco and Susanna Buratti of the Community Funds Management Service of the Friuli-Venezia Giulia Region took the microphone. Finally, Roberto Piccini, co-ordinator of the monitoring structure for the first level structural funds programme of the Friuli-Venezia Giulia Region, explained the rules of eligibility for expenses to the participants. All the documentation relative to the fourth announcement for the presentation of project proposals under the Operating Programme INTERREG IV Italy - Austria 2007-2013 will be available after 10 November on the site

[www.interreg.net](http://www.interreg.net). ●

# EUROPEAN REGIONAL DEVELOPMENT FUND

## Un lavoro di squadra che ha dato i suoi frutti

Some 19 contests published and 6 related initiatives for a total value of more than 180 million euros: these are the numbers that represent the progress of efforts under the ERDF ROP 2007-2013.

As repeated many times, progress was achieved thanks to the co-operation of 7 Regional Administrations that worked together to offer possible beneficiaries of the contributions a valid support service to grow and ameliorate the grave period of economic and employment crisis which has hit our Region and the rest of Italy.

At the same time, to promote the European Regional Development Fund of the Friuli-Venezia Giulia region and the related projects and initiatives, the communication plan has effectively published information using different methods so as to reach all our citizens.

The Plan cited above has launched important initiatives such as presentation of the multimedia communication platform of the ERDF ROP 2007-2013 and the promotion of advertising campaigns on taxis and regional buses.

From December 2009 to today, communication of the European Regional Development Fund has included organisation of four conferences and two surveillance committees.

The conferences which took place

had as their main topic the presentation of the public tenders of the ERDF ROP 2007-2013 with the purpose of informing the beneficiaries on the possibility and modality of contributions offered, helping the participants in the comprehension of the contribution applications.

The engagement of these resources

has led to the increased competitiveness of our territory, helping both the small and medium businesses, but also the large companies and corporate consortia. Activities which for their importance have been promoted in every available setting, contributing also to the population of the virtual community of the ERDF

ROP 2007-2013, accessible on the Regional internet site.

Also on behalf of the editorial staff of "FVG Obiettivo Europa" ("FVG: Objective Europe) we offer heartfelt thanks to Commissioner Seganti for his efforts, and sincere wishes for the continuation of his work and the new tasks assigned to him. ●



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## Confirmation of Leadership

The confirmation of a new name has arrived amidst the re-organisation of the Regional Central Directorates.

The Central Administration for Culture, Sport, Community and International Relations, to whose leadership Augusto Viola was nominated, has also seen the reconfirmation of Giuseppe Napoli as Vice Director.



# ERDF ROP 2007-2013

A conference for the environment



On 6 July a conference was held, entitled "Eco-sustainability and Energy Efficiency: the New Axis 5 Funding Announcements of the ERDF ROP 2007-2013". The meeting, which took place at the Regional auditorium of the Friulian capital, sparked considerable interest amongst the participants, who were from both the public sector and private companies in the Friuli-Venezia Giulia Region.

The ERDF ROP 2007-2013 continues therefore a cycle of conferences organised to increase awareness amongst our citizens and potential beneficiaries of the initiatives promoted by the European Regional Development Fund of Friuli-Venezia Giulia. The Axis 5 in particular promotes actions connected to the system of companies to limit and control the negative impact generated by the latter on the environment, reinforcing at the same time the regional energy system. The activities promoted by Axis 5 seek to achieve the objectives identified by the Kyoto Protocol, which include the reduction of greenhouse gas emissions at a global level, obliging Italy, for the period 2008-2012, to reduce its emission by 6.5% with respect to the levels of 1990 by the end of the period. After the first public tender for the exploitation of geothermal resources though

geo-exchange systems with heat pumps, launched at the beginning of 2010 and which has seen the presentation by numerous communities in our Region for projects to build systems within public buildings such as nursery, elementary and middle schools, homes for the elderly, sports and recreational facilities and multipurpose halls, another 4 public contests have been approved recently, destined for local agencies and others for small and medium businesses and

governmental institutions with financial resources beyond 21 million euros.

The Regional Commissioner for Territorial Planning, Local Autonomy and Safety, International and European Community Relations, Federica Seganti, opened the conference activities with a speech that outlined a summary of the status of the Fund's public tenders: "To date some 18 tenders have been published for a total of 147 million euros out of a total of 308 million alloca-

ted under the ERDF ROP 2007-2013. To date 8 million euros have been put up for tender, for small and medium business and governmental institutions, specifically allocated for tourist reception companies but not only". Commissioner Seganti then concluded her speech by emphasizing the successful initiative to create a banner on the FVG Region web site, "To furnish information to those enrolled in the portal by e-mail, text messages and traditional mail, regarding initiatives, deadlines and

everything else about the Fund. An initiative that has doubled visits to the site in one month and demonstrates that there is much attention and interest in the European Regional Development Fund."

Then the Regional Commissioner for the Environment and Public Works with a portfolio for Sport and Recreational Activities, Elio De Anna, offered his comments, placing the accent on the integrated strategy used to address environmental themes: "We have cre-

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**ECOSOSTENIBILITÀ ED EFFICIENZA ENERGETICA:  
I NUOVI BANDI DELL'ASSE 5  
DEL POR FESR 2007-2013**

**INVIAMIAMO NEL NOSTRO FUTURO**

Logo of the European Union, the Italian Government, and the Regione Autonoma Friuli Venezia Giulia.

ated an Inter-Commission Round Table between my office and those of Commissioners Seganti, Ciriani and Violino to coordinate our actions and guidelines on the issues of energy efficiency and eco-sustainability. Ours – continued De Anna – is a territory that all things considered is not very developed and we have the possibility of investing in the environment to improve it in terms of liveability, but also productivity". De Anna concluded by citing the example of the regional farms, whose experimental vocation must be exploited to investigate the energy situation: "Because in the future Friulian agriculture might have the opportunity to choose whether or not to produce energy, another resource for our primary sector."

Going into further detail on the opportunities offered by the public contests of the ERDF ROP Axis 5, were the Director of the Community Policies and General Affairs Service, Giorgio Paris, Fabrizio Corte from Ecosfera, Giada Gamba of the Community Policies and General Affairs Service, the Director of the Geological Service Giorgio Lizzi, Maurizio Urizio and Sara Oberti of the Geological Service and Rinaldo Comino and Fabrizio Mazzoccoli,

respectively Director and Officer of the Forestry Management and Fire Protection Service.

Presenting the day, explaining the principal aspects of the Axis daily theme, was the Director of Community Affairs and the Management Authority of the ERDF ROP 2007-2013, Francesco Forte.

During the conference the possibilities offered by public contests published in recent weeks by the Regional Board with the purpose of promoting on one hand improvement in the quality of life and the desirability of the territory through an eco-sustainable production system, and on the other the reduction of the negative effects of human development thanks to the increase of energy efficiency and the use of renewable energy sources as well as the reduction of atmospheric emissions were discussed.

The work then continued with two different workshops entitled "Axis 5 Financing to Local Agencies" and "Axis 5 Financing for SMB's and GI's", dedicated respectively to private operators and the public administration. ●



## COMMUNITY FUNDS MANAGEMENT SERVICE

With the new administrative re-organisation that has taken place inside the buildings of the Friuli-Venezia Giulia Region in this period, there is a pleasant re-confirmation amidst the many changes.

Francesco Forte has been confirmed as Director of the Community Funds Management Service. The Director, who already headed the Management Authority of the ERDF ROP 2007-2013, has received in recent weeks notice of his re-confirmation in the role, whose importance is also linked to a competitive recovery that will relieve the difficult economic crisis that has hit the Region.

The Community Policy Service, recently re-named the Community Funds Management Service, under the direction of Francesco Forte, in addition to coordinating the efforts and projects linked to the European Regional Development Fund, will now increase the scope of its responsibilities by collaborating also in territorial cooperation projects managed by the Region.

# ERDF VADEMECUM

The new tool at the service of our beneficiaries



For some twenty years now the European Union has made available to member states and their regions an instrument of great importance: the Regional Cohesion Policy.

We have gradually got to know the methods and modalities with which the EU operates at the territorial level and proposes operational policies.

Through multiple approaches the European Regional Policy offers "added value" to the actions adopted, creates new job opportunities and co-finances concrete projects.

The 2007-2013 programming cycle of the Structural Funds contains many novelties in respect of which it is necessary for local government, agencies and private companies become fully aware so as to better use the opportunities that will be created. It is therefore the task of our Region to organise a communication campaign throughout the period that meets the needs for clarity and accessibility, and this Vademecum guide represents a first effort in that direction. On 20 November 2007 the European Commission approved the ERDF ROP of the Friuli-Venezia Giulia Region, that is to say, the document through which the Regional administration intends to imple-

ment the reforming policies of the Regional Cohesion Policy.

This premise is necessary to understand the methodologies that the Friuli-Venezia Giulia Region has adopted to best perform the role of communicator for the possibilities offered by the European Regional Development Fund.

With the Latin word Vademecum we intend a little guidebook or pocket manual with a series of the most frequently useful and necessary instructions inside to explain a particular science, art, profession, etc...

The handbook created by the Community and International Relations Central Directorate seeks to fulfill this role.

Actually, the document offers on its pages (in Italian and English versions) the principal information regarding published announcements, as well as an explanation of the terms used in the relative documentation and presentation of applications.

Our main intent therefore is to offer our citizens and possible beneficiari-

es of the ERDF monies a useful tool to understand the public announcements themselves, which unfortunately are not always very clear due to a few terms used.

This Vademecum will be handed out during future conferences organised in the Region by the Management Authority of the ERDF ROP 2007-2013 as part of a communication strategy that continues a policy of involvement between government institutions and our citizens. ●

E.C.



# ACT PROJECT

## Territorial Co-operation Action – Alba County – Romania

The co-operation efforts initiated with the County of Alba through the ACT programme continue, and include the involvement of the Romanian country as project leader with our Central Administration of Culture, Sports and International Relations, and Informest. The project, financed by the European Social Fund and the Romanian Ministry of the Interior and Administrative Reform, is aimed at promoting the transfer of know-how from the Friuli-Venezia Giulia Region to Alba County regarding the planning modalities and local development strategies in the field of tourism, rural development, transport and services for private firms.

The initiatives under way regard in particular the creation of training periods designed for about 80 public employees from 80 different

local government administrations. The courses, which began on 25 October, are organised in meetings throughout the territory, in particular four areas which the project has identified as pilot zones: Alba Iulia (the provincial capital), Rimetea, Garda de Sus and Ceru Bacainti. The courses are developed in 7 training days in each office over a period of four months; the lessons are held primarily by experts of the Friuli-Venezia Giulia Region and Informest. The objective of the training initiative is to stimulate the public employees toward the adoption of new approaches and methods in defining operating strategies to improve key sectors in the micro-economy of the project area. The public employees represent in this socio-economic development stage of Romania, with its relatively recent

admission to the European Union, “witnesses/key operators” for action not only by the public but also the private sector. The training modules address very concrete topics related to the specific development needs of the single micro-areas. The first module concerned local development methods through the LEADER approach and in particular co-operation between the public and private sector, the opportunity to access European funds and the necessity to begin processes of participation.

The course will continue with meetings on the topics of rural tourism, quality certification of agricultural products, integrated development projects with small and medium businesses, project management techniques, partnership-creation methodologies and the definition

of integrated strategies for the sectors of public-private transport and tourism.

At the end of the training activities there will be a period of accompaniment-tutoring of about a year’s length aimed at the creation of public-private partnerships for the planning and management of development projects financed by national and European funds. ●

**Luciana Zanier**



 **Acțiuni de  
cooperare  
teritorială**





# CONVEGNO VALORIZZAZIONE DELLE FONTI TERMALI: IL POR FESR 2007-2013 AIUTA LO SVILUPPO MONTANO



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**POR FESR:  
INCONTRO INFORMATIVO**

Udine, 6 dicembre 2010

INVESTIAMO NEL NOSTRO FUTURO



Unione Europea  
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Ministero dello  
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REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA