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Definition and analysis of the rules and procedures for the construction of a national model for sustainable development, with indicators of attraction of the area

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Definition and analysis of the rules and procedures for the construction of a national model for sustainable development, with indicators of attraction of the area

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Abstract

This study focused on issues of major industry consortia members to FICEI (Italian Federation of Public Associations Industrialization) and selected by the association as a national case studies of excellence in order to answer the most important research questions. The analysis of cases, together with the detection of a statistical nature already available, provided the information necessary to determine, albeit in a non-deterministic, conditions that should characterize an industry consortium to implement measures relevant to the development of business competitiveness premises. These conditions may serve as a "reference point" toward which all should strive consortia. The structuring of a panel of performance indicators, land and its executive summary of the different indicators introduced the theme of one Indicator, the basic approach used demonstrates the validity of the methodology that has characterized the study as only the deviations of the Indicator areas object benchmark minor, a demonstration of the attractiveness of land that the indicator can assume in the areas of national excellence.

1. Introduction

- 1) Is it possible to identify a model of sustainable development and performance indicators within the areas of national excellence to FICEI members ?
- 2) What action should be taken to support the online monitoring of the major economic and environmental parameters in accordance with the Lisbon and Kyoto protocols?
- 3) How to structure a single indicator that expresses the level of territorial attractiveness of an industry consortium synthesizing a panel of "performance indicators" ?

The seven cases were chosen, as well as their objective interest, with the intent to represent all the macro regions of the country where there are industry consortia. The cases were compiled on the basis of information gathered through a questionnaire sent to heads of industry consortia subject of analysis and direct talks with some of them. It was also used documentation provided by the consortia be further discussed. The analysis of individual cases has been carried out seeking to understand particular aspects related to the processes of cooperation for local development, the selection of key performance indicators in use today in the local academia and research, the substrate of local services (trade, finance, internationalization, etc ...) to support the cluster analysis. In particular the action of "benchmark" has made it possible to select cases, as well as their objective interest, with the intent to represent all the macro regions of Italy. The seven selected national cases were chosen in collaboration with the FICEI :

- Padua and Verona (northeast);
- Ancona (central Adriatic), Massa Carrara and Rieti (center);
- Bari and Naples (south).

This methodology involves a transition from "culture of knowledge" often characterized by theoretical models that are almost never experienced with short-term events, to a "culture of know-how" characterized by a much more pragmatic approach aimed through the application of models simulation techniques and tools for decision support and the involvement of domain experts through the organization of the university masters functional "concentration" of specific skills.

2. Methodology

FICEI (Italian Federation of Public Associations Industrialization) is the Italian organization that brings together and represents the Consortium and organizations for the promotion and industrial development. Consortia are typically made up of chambers of commerce, local communities, financial institutions and business associations. They shall also by virtue of the powers of urban size supra, designing, implementing and managing the infrastructure (ports, roads, water, sewer, etc.). And technological systems (water treatment plants, waste disposal facilities) necessary to enable industrial installations.



They also provide services to enterprises and conduct any activities to economic development in the area. The network consists of 67 consortia development, concentrated mainly in southern Italy, and established under national legislation in the form of the public body economic. The analysis of some cases involving industrial consortia that have represented and still represent a major actor of its territory is designed to highlight three specific elements:

- a) the specific means by which certain industrial consortia represent a major actor in the development of the competitiveness of its territory and local firms;
- b) some common elements in the observed cases, which can be taken as being typical of consortiums of excellence ";
- c) the "benchmark" to which all should strive for the system of industrial consortia.

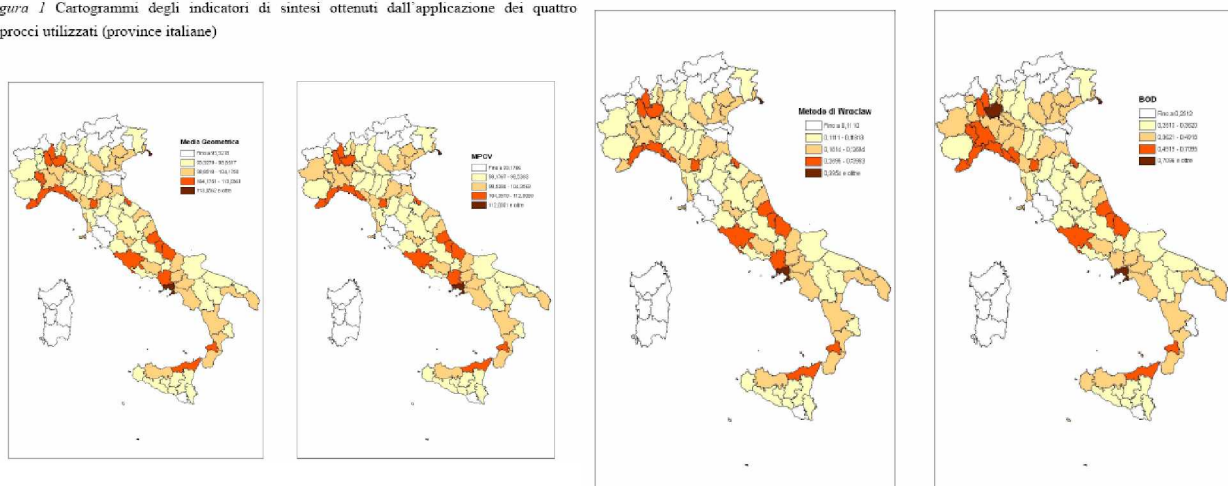
The summary of the different indicators raises the issue of the Indicator and the approach based only used the geometric mean is not weighted, methodology most frequently followed to construct synthetic indicators on the basis of data that can be summarized in the following phases:

- 1) construction of basic indicators. The availability of basic statistics course, affects both the detail of the infrastructure categories to quantify both the level of the land areas to be taken into account;
- 2) standardization of basic indicators. Proceed to the standardization of basic indicators, a task that is usually done by relating the basic indicators to a cash consists of the land surface area involved (infrastructure "network" or serving space) or the community (indicators "point" or population serving);

3) standardization of normalized. One of the methods used for this purpose is to relate, in the same category, the normalized area of each unit to the maximum value of the series, thereby achieving the same amplitude scale (between 0 and 1, or between 0 and 100, as is commonly done) and then the immediate comparability between the indicators considered;

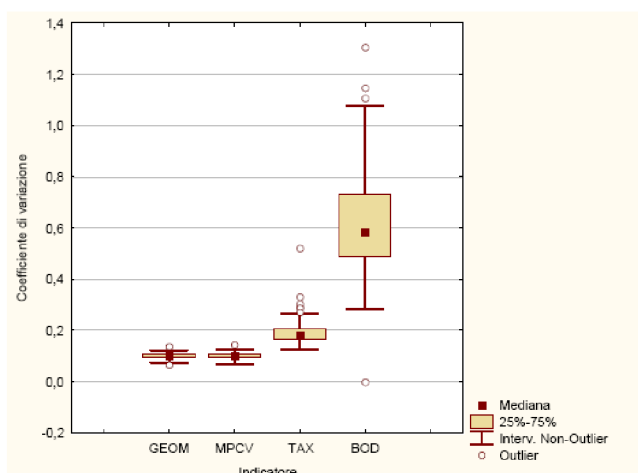
4) aggregation of standardized indicators. The most usual procedure is to resort to some form of media, often identified in the arithmetic mean for the aggregation of elementary indicators within a main category and the geometric average for the synthesis of the major categories. The use of two different medium to assume implicitly that there is some substitutability between the basic categories in the same category, and rather less substitutability between the main categories which determine the overall summary index.

Figura 1 Cartogrammi degli indicatori di sintesi ottenuti dall'applicazione dei quattro approcci utilizzati (province italiane)



The search result shows the validity of the methodology used since the deviations Indicator only in areas subject to minor benchmark a demonstration of the attractiveness of land that the indicator can assume in the areas of national excellence.

Figura 2 Box-plot dei coefficienti di variazione degli indicatori di sintesi per i quattro metodi considerati ($\alpha=0,05$)



3. The Dashboard Performance Indicators

An area between a more or less large number of municipalities can be understood as an enterprise in which the duties usually performed by the functions become operational activities of the various organizations present in that specific region. So in a given area can detect the presence of companies suitable for the production of goods and services, banks, schools, hospitals, public institutions, social agents in general acts in the pursuit of global and local objectives often difficult to align. The heterogeneity and the large number of people interacting in the same territory, then makes it difficult to solve the following problem: what subject, tool and methodology to entrust the government of the integration of the organizations present in the same area? With the adoption of the principle of cooperation in particular the regional systems have been the scene of the proliferation of numerous organizations, created with the aim of facilitating local development (municipalities, mountain communities, associations of municipalities and associations in public and institutional, Associations, joint ventures and districts but mostly in private industrial and commercial, Local action groups in the public sphere – private). The diversity of players with the same purpose in the same area is likely to make the system inefficient in the absence of an effective and integrated program of operations and alignment of objectives. It would be appropriate then to structure a "matrix of spatial performance" to think in the first analysis on the possibility of achieving a coordination of the organizations that maintain the balance and exploit the opportunities that each individual could bring to the local system. The performance indicators identified land within these areas of national excellence are:

- **STRATEGIC INDICATORS**

- Indicators of business demography

- Indicators of environmental sustainability

- Context and perceived image of the area indicators

- Infrastructure Indicators

- **INDICATOR BADGES**

- Level of local services

- Leadership level of policy makers

- Level of territorial cooperation

- **FINANCIAL INDICATORS**

- ROI, ROE and ROS per sector

- Average turnover per sector

- Workers average per sector

- EBITDA per sector

4. Strategic Indicators

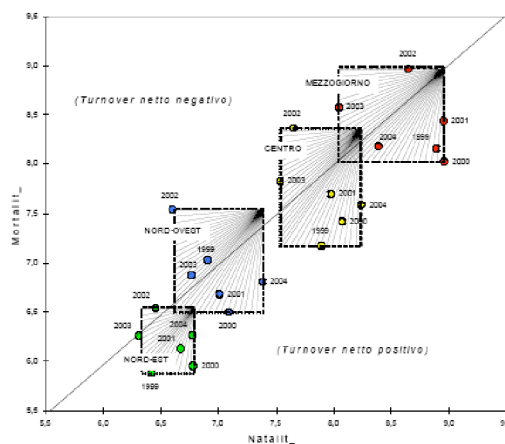
4.1. Indicators of business demography

The methodology by Costanzo, Oropallo and Rossetti presented in the 2008 session of Bari AISRE deepens the aggregate performance of the production system-dependent behavior of individual firms in the market, the entry of new firms and the exit of less productive ones. The paper proposes an analysis at the level of local labor system of indicators of business demography, applied not only to the demographic movement of companies and employment, but also the turnover per employee of the business itself (used as a proxy for productivity). The performance of firms are analyzed in terms of both productivity and export propensity of the objective is to measure the contribution to productivity growth expressed by the new companies that expressed by firms leaving the market and firms always active, distinguishing the effect of their individual growth (Within effect) from that due to the consolidation of their employment rates (effect Between). The data used are from Istat, and are from the Statistical Register of Enterprises and statistics on foreign trade for the period 1999-2005:

STRATEGIC INDICATORS	BUSINESS DEMOGRAPHY												index B.D.	normalized	standard
	turn over	workersx1000	Sme	Workers. Sale	export	sales/worker	export/sales	within effect	between effect	din.F.N.I.	din.F.C.				
Northeast Italy	0,15%	580	10,70%	11,38%	23,93%	50,90%	12,86%	15,48%	2,50%	21,75%	-3,70%	6,05%	125,52%	0,21642	0,5
Padua	0,15%	580	10,70%	18,60%	37,30%	50,90%	12,86%	28,80%	2,50%	3,50%	-3,70%	6,05%	146,12%	0,25193	0,8
Verona	0,15%	580	10,70%	4,15%	10,55%	50,90%	12,86%	2,15%	2,50%	40,00%	-3,70%	6,05%	104,92%	0,18090	0,5
Center Italy	0,05%	425	10,17%	18,60%	34,43%	24,00%	18,12%	19,02%	39,83%	17,67%	-10,88%	7,18%	102,84%	0,24199	0,7
Massa-Carrara	0,05%	430	20,00%	18,60%	38,75%	50,90%	20,75%	28,80%	58,50%	40,00%	-5,95%	0,0775	157,53%	0,36668	0,9
Ancona	0,05%	530	7,55%	18,60%	27,25%	19,80%	12,86%	28,80%	2,50%	40,00%	-5,95%	6,05%	86,18%	0,16260	0,4
Rieti	0,05%	420	2,95%	18,60%	37,30%	1,30%	20,75%	-0,55%	58,50%	-27,00%	-20,75%	0,0775	64,73%	0,15411	0,4
South Italy	0,13%	275	9,13%	30,00%	43,05%	13,73%	16,23%	14,13%	56,50%	6,25%	3,58%	1,08%	103,43%	0,37611	1,0
Naples	0,13%	270	10,70%	30%	41,00%	7,65%	12,86%	-0,55%	54,50%	39,50%	-5,95%	6,05%	96,33%	0,35678	0,9
Bari	0,13%	280	7,55%	30%	45,10%	19,80%	19,60%	28,80%	58,50%	-27,00%	13,10%	-3,90%	110,53%	0,39475	1,0

Fonte: Registro statistico delle imprese attive (anni 1999-2005)

Figura 3 - Tassi di natalità e mortalità delle imprese per ripartizione geografica. Anni 1999-2004 (Valori percentuali)



Fonte: Istat, Registro Statistico delle Imprese Attive

4.2. Indicators of environmental sustainability

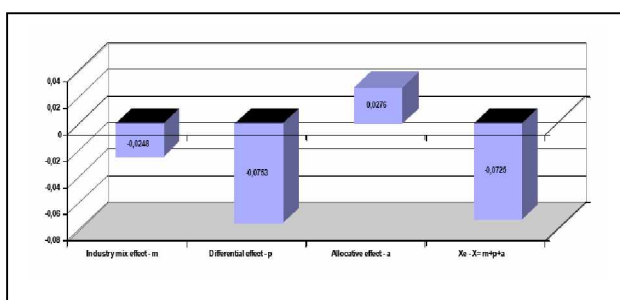
The methodology presented in 2008 by Dosi, Bonazzi and Sansoni AISRE meeting in Bari analyzed the potential for an accounting tool, NAMEA (National Accounting Matrix with Environmental Accounts), a hybrid matrix with units both monetary and physical, where the economic aggregates of national accounts are associated with residues of the production and consumption. The application of shift share analysis to report emissions / Value Added allowed to analyze the effects of three "industry mix, differential allocated" for the entire local economy and individual sectors. In particular, the S-S applied to our problem, and makes possible a quantitative summary of the reasons that underlie the differential emission intensity (IE) between the region and national average (Xe-X), or an area in relation to the mean of the territories which it belongs (usually the country). They thus provide information on bills and explanatory factors of the energy emitting region considered in relative terms to the context where it belongs: in other words, we analyze the determinants of its effectiveness on emitting. The application of S-S allows you to isolate and measure the role of the production structure and energy emission of specific economic sectors, such as causal elements in the gap (average) efficiency as an indicator of IE in the following component:

- 1) Structural: the first component indicates the portion of the differential attributed to the particular sector mix that characterizes the local production system than that prevailing at the national level;
- 2) Differential: the second hand on performance measures the contribution of sectoral emission;
- 3) Allocative: the third component, captures the possible combinations of the two previous effects.

We introduce the following formalization:

STRATEGIC INDICATORS	ENVIRONMENTAL SUSTAINABILITY										Tot.Ind.mix	eff. Differenz	eff. Alloc	Tot. S-S
	Acq. mc*A	Met. mc*A	E.E. kwh*A	kg RSU * A	Auto euro 4 *1000 A	Auto euro 2 * 1000 A	piste ciclabili	canico st*A						
Northeast Italy	61,5	729,85	1162,55	631,65	200,9	254	82,36	3,1571072	3,297694	0,14058677	0,4836362	3,92182		
Padua	55,9	874,5	1269	702,1	196,1	254,4	133,32	3,1571072	3,1666344	-0,0005727	-0,0018079	3,15415		
Verona	67,1	585,2	1036,1	581,2	205,7	253,6	31,4	3,1571072	3,4388535	0,28174629	0,9688842	4,68948		
Center Italy	75,55	390,85	1107,45	682,95	193,85	287	14,35	2,6591748	3,5073613	0,84818641	2,9352748	7,29082		
Massa-Carrara	91,2	383	1152,6	845,9	212	215,9	28,7	3,0780391	3,6516748	0,57363575	2,0947312	6,32004		
Ancona	58,4	625,1	1105,2	571,4	212,8	247,8	2,7	3,3163642	3,533232	0,21685909	0,7662116	4,51629		
Rieti	58,9	398,7	1062,3	520	175,7	358,1	0	2,2403106	3,3630477	1,12273708	3,7758184	8,2616		
South Italy	59,05	190,35	1149,25	598,05	134,9	314,8	3,25	2,1934256	3,3121427	1,11871708	3,7670044	4,88572		
Naples	61,9	163	1090,5	577,2	104,5	372,4	0	2,1473278	3,5384631	1,39113536	4,9224812	6,31362		
Bari	56,2	227,7	1208	618,9	165,3	257,2	6,5	2,2396234	3,0858222	0,84629881	2,6115276	3,45783		

Fonte: Rapporto Istat 2009

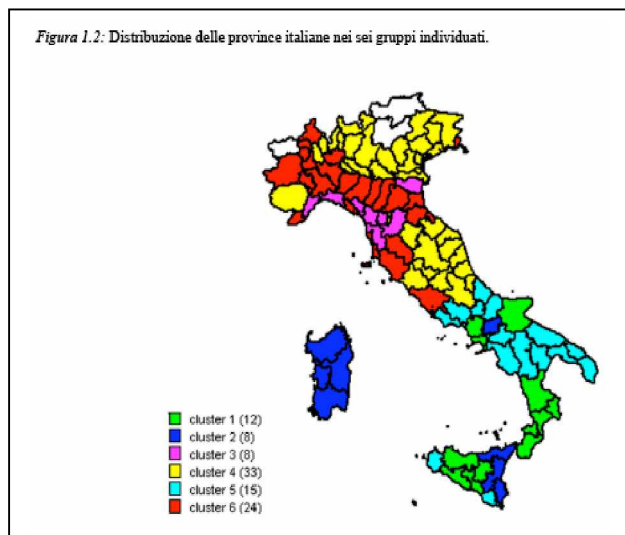


STRATEGIC INDICATORS	Indicators of environmental sustainability			standard
	industry mix	eff. Differenz	eff. Allocat	
Northeast Italy	3,29769396	0,14058677	0,48363617	3,921816899
Padua	3,15563444	-0,00057274	-0,00180798	3,154153823
Verona	3,43885347	0,28174629	0,96888421	4,689483876
Center Italy	3,50736126	0,84818641	2,93527478	7,290822451
Massa-Carrara	3,65167481	0,57363575	2,09473121	6,320041788
Ancona	3,5332325	0,21685909	0,76621159	4,516293932
Rieti	3,36304771	1,12273708	3,77581835	8,261603137
South Italy	3,31214266	1,11871708	3,76700441	4,885721497
Naples	3,53846314	1,39113536	4,92248121	6,313616568
Bari	3,08582217	0,84629881	2,61152762	3,457826425

4.3 Context and perceived image of the area indicators, infrastructure indicators

The study by Romano and Nisticò session AISRE of Bari in 2008 addresses the issue of regional disparities on the qualitative aspects of education has recently gained a central place in economic literature and programs of public policy. There is a substantial agreement, both among scholars and among the policy makers, that the skills of individuals from both the education that gives rise to a set of factors related to the socio - economic and institutional (type of family of origin, structure and production income, legal system and characteristics of the institutional system, etc..) offering more incentives and opportunities for learning. In this perspective, the objective of this work is to make a contribution to assess the potential for skills training in different areas according to their characteristics of the socio-economic and institutional. The result is the identification of six different local situations, six groups of provinces that describe a rather complex scenario, stressing that regional differences, with regard to all aspects considered, are not limited to the North-South dichotomy, but to 'inside the same macro can be different and the critical issues vary significantly from one province to another. The results obtained allow to affirm that where there are better economic conditions, lower rates of unemployment, increased attractiveness of these areas and a total of more educated populations, where the effect is stronger "civic" and "social", you can also see a better functioning of the education system, both in terms of organizational and academic performance of students, creating in this way, the conditions for better training of individual skills and abilities.

CP	Cluster					
	1	2	3	4	5	6
1	-1,60046	-1,00120	,92224	,41598	-1,02364	,89435
2	1,72327	1,15780	-,30959	-,78619	,77507	-,54778
3	-1,41523	-,81370	1,24824	,12207	-,86633	,93637
4	-1,17812	-,75878	,91443	,00496	-1,03747	1,17878
5	-1,73501	-1,37452	,68783	,61015	-,52938	,58830
6	-,93989	-1,68436	-,88241	,66872	-,38384	,64595



Another important methodology presented at the session of Bari AISRE in 2008 by Guido, Pelosi and Peace investigated by two experimental studies, the relationship between the identity of the local territorial systems (STL), determined on the basis of specific types of resources and skills in their countries, describing them as systems or "vocation" industrial or tourism, and their perceived image, resulting from the mental

representation of these same systems, owned by different types of customer-users. There are several district areas within the national territory with a specific vocation. This research shows, therefore, as the success of regional marketing strategies geared to local development depends on the presence of a substantial consistency between identity, image and personality of the STL. Future research in this area could focus on other STL, within which there is a similar correlation, trying to understand if and how specific factors may facilitate (or hinder) the achievement of such consistency, "target-requirement" of territorial marketing policies:

STRATEGIC INDICATORS	Context indicators	standard	Perceived image index	standard	Infrastructure Indicators	standard
Northeast Italy	4,00	1,0	9,50	1,0	1013784,5	1,0
Padua	4,00		10,00		1013784,5	
Verona	4,00		9,00		1013784,5	
Center Italy	3,50	0,9	9,50	1,0	987341,25	0,9
Massa-Carrara	3,00		10,00		1013784,5	
Ancona	4,00		9,00		1013784,5	
Rieti	4,00		9,00		960898,0	
South Italy	3,00	0,8	6,50	0,7	1045730,0	1,0
Naples	1,00		8,00		1130562,0	
Bari	5,00		5,00		960898,0	

Fonte: AISRE BARI 2008

In the absence of such agreement, any strategies of specialization of the internal potential to STL (ie existing resources and skills) may not have any effect on demand because of a different perception of the area by customers, users of the systems themselves. Likewise, any strategies to differentiate the image may be undermined by the presence on the territory of resources and expertise that qualify him as having a vocation STL contrary to the image that is intended to promote. The problem - in particular, to the construction of a synthetic indicator of the infrastructure in terms of different territorial units - have been given different solutions, all more or less based on the variability, sectoral and / or local, as an element to be taken to the determination of the weights may be introduced in the algorithm synthesis. The work presented by Claudio Mazziotta, Matteo Mazziotta, Pareto and Vidoli meeting in Bari 2008 AISRE presented here aims to compare some of the approaches used to reach and verify both the eventual convergence of the degree robustness (and hence reliability) of results and the methodology we utilized for research is synthesis through the unweighted geometric mean. The method most commonly followed in order to build synthetic indicators of infrastructural facilities on the basis of physical data.

5. INDICATOR BADGES

INDICATOR BUDGES	LOCAL SERVICES			Index S		standard		LEADERSHIP		Index L		standard		COOPERATION		Index C		standard	
	APSTI	EBN	Regional financial					LI	BAI					KMT	APQ				
Northeast Italy				3	1,0					1,270086	0,8					2	1,0		
Padua	1	1	1	3				81,25	5	1,239189				1	1			2	
Verona	1	1	1	3				72,5	4,4	1,300983				1	1			2	
Center Italy				3	1,0					1,521611	1,0							1,6	0,8
Massa-Carrara	1	1	1	3				92,5	4,2	1,452381				0,7	0,9			1,6	
Ancona	1	1	1	3				91,25	3,5	1,6361				0,8	0,8			1,6	
Rieti	1	1	1	3				88,75	3,6	1,590841				0,9	0,7			1,6	
South Italy				2,5	0,8					1,178893	0,8							1,5	0,8
Naples	1	1	0	2				75	8	0,905405				0,6	1			1,6	
Bari	1	1	1	3				92,5	4,2	1,452381				0,7	0,7			1,4	

Source: FICEI 2010

5.1. Level of local services

The process of generating an idea is often linked to the integration of different factors which, if properly exploited, have the ability to innovate, create value that is "state of the art". The model proposed in this work is closely linked with the objectives of the Lazio Region under the Regional Operational Plan (ROP) 2007/2013, adopted on 2/10/2007 No C (2007) 4584 by the European Commission after six months of negotiations. The motives for public institutions with significant resources to support the creation of aggregate economies of knowledge, are driven by the difficulty that Italy has to respect the objectives of the Lisbon Protocol, and this is also due to an industrial-based SMEs , which by their very nature, interacting with research centers, universities and agencies. Use techniques Knowledge Territorial Management in order to create work environments that can generate the added value needed to innovate and organizing time, costs, actions motivational opportunities of meeting specific educational and research activities in the network .

The network of Science and Technology Parks in Italy



APSTI, Italian Association of Science and Technology Parks, is the National Network of Science and Technology Parks, joined the majority of the PST (31 members) representative of nearly all Italian regions, to support economic development through innovation. The Association works to ensure that these facilities are characterized more as integration between the needs for innovative growth companies, with particular reference to small and very small, and the wealth of



knowledge expressed by the Scientific and Technological Centres of excellence, universities and the Centers Research, making the system function of many actors that interact in innovation and technology transfer.

The network of business incubators and regional financial.



EBN - European BIC Network - is a non-profit association based in Brussels and provides operational services, entertainment and coordinating the activities of the BICs, developing and promoting the program BIC (Business Innovation Centre) also outside the EU. Founded in 1984, EBN has had a remarkable growth and today has 160 BICs (full members) in 21 countries in addition to 70 associate members who have similar goals of supporting SMEs. As part of the interconnection with other major networks for cooperation, the network of incubators placed within science parks and technology today has 14 Italian Localization and of the 160 centers across Europe, about 30 incubators are located in Italy with assets created to support the creation of innovative small and medium enterprises, supporting the creation of new jobs and maintaining them. BIC Italy Net is the association of Italian BICs and other development agencies formed in Rome April 10, 2002 with "... the purpose of representing members' interests in Italy and abroad, and to provide them the appropriate services, developing any activity likely to create a closer link between them and enhance its strength and ability to design" (Article 2 of the Statute).

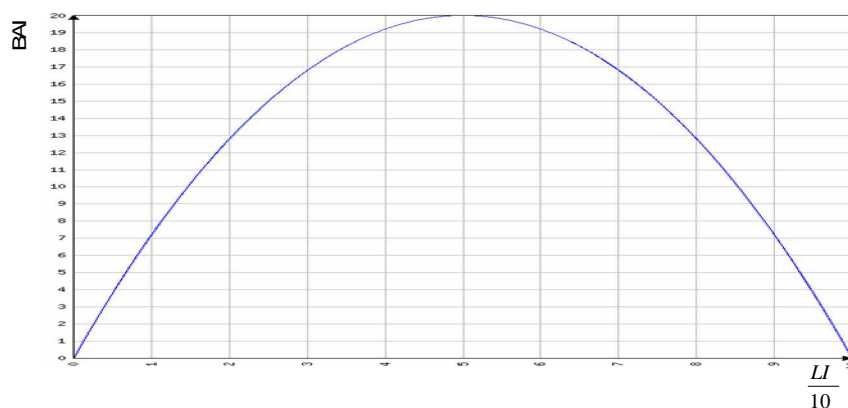


Regional financial

- FIRA
- FINCALABRA
- FRIULIA
- FILAS
- AGENZIA SVILUPPO LAZIO
- FILSE
- FINLOMBARDA
- FINMOLISE
- FINPIEMONTE
- FINAOSTA

5.2. Leadership level of policy makers

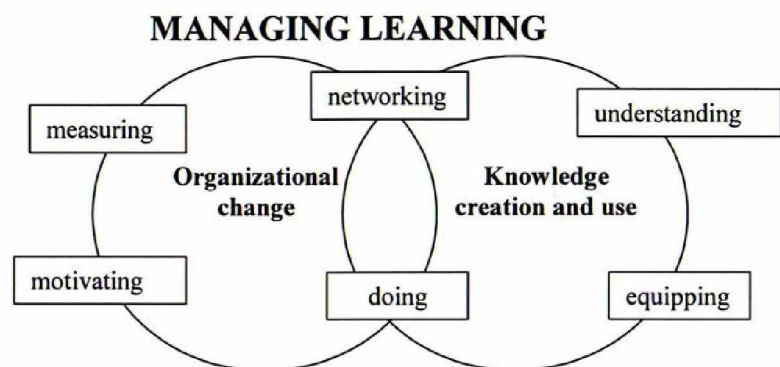
The approach to Knowledge Management Place has the advantage of targeting intervention of Innovation Policy by the use of levers well defined by putting in a dashboard of indicators in the quantitative aspects are difficult to find statistical data available today. The drivers of the process of knowledge creation presented in the previous chapter, so that they can be regarded as contributing to the growth of "intellectual capital" of an area and result in concrete performance indicators therefore need to revisit a room under the constraint of sustainability and specificity Regional. To achieve these objectives, it is clear that vision plays an important role in the policy-makers will seek to bring within the local system development and leadership style of policy-makers could make a difference, ferrying the territory to a virtuous cycle development. Recent studies have revealed that different styles are empirically observable combinations absolutely individual and very personal ways to use the collection of ten key tools:



A relatively high value of the BAI can be caused either by specific responses under certain circumstances (eg in times of economic crisis will be difficult to perceive a high value in the exploitation of resources if all firms tend to a drastic reduction of staff) and from a particular emphasis on a certain set of factors, both by the difficulty in working continuously and simultaneously on each instrument. The interpretation of BAI is still very complex and must be evaluated in a comprehensive manner and the other two indicators, and the key elements that characterize the scenario in which occurs the diamond pointed out ("Flashes of Leadership" - The Augustine Bella and Maria Assunta Barchiesi - 2007) .

5.3. Level of territorial cooperation

To make the system regional capabilities in R & D in order to promote innovation and technology transfer, the model will be based on methods of knowledge management in support of activities related to the "networks of cooperation." Currently these methods are used in business by major industry groups and the extension to a national and international macroeconomic, although these issues difficult to manage, mainly due to the presence of autonomous decision-making structures and often uncoordinated, has aspects related to innovative ' introduction of new administrative practices that can become best practices in governance for local development. The attempt to balance supply and demand of innovation through the creation of a model that favors the emergence of a "knowledge network", is justified by a careful study of the major national networks, with particular regard to the poles of excellence '(members the FICE), the system of business incubators (network Bic) and the network of regional financial. The instrument of cooperation identified is that of the business community including SMEs, research centers, universities and public and private institutions. Knowledge management is the territorial extension and adaptation of knowledge management techniques to a local economy. Moreover, the scientific knowledge is the result of relations between the different actors in local development, it is not the exclusive monopoly of some public institutions (universities, research centers, etc ...): the number of places and actors who are actively involved in generation of knowledge is growing rapidly (Rubenson and Schuetze - 2000) .



Fonte: Booz Allen & Hamilton Inc.

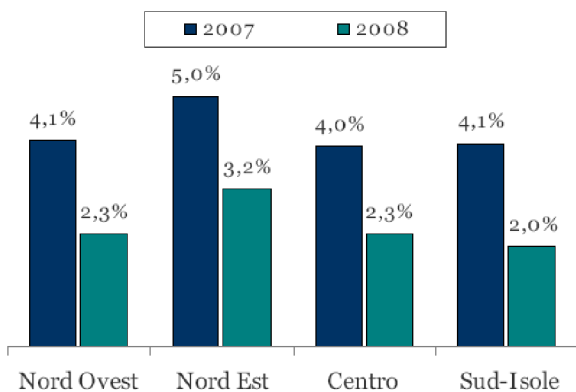
6. FINANCIAL INDICATORS

The market potential of an area can be designed based on the characteristics that make that country a relatively homogeneous entity, overcoming the traditional methods of analysis "socio-economic". From a preliminary investigation aimed at defining the characteristics of the current application of decision support in the field of franchising and the processes necessary to enhance (conducted by a research team of IT-CNR, University of Rome "Tor Vergata", European University of Rome), showed the need improve the identification of variables "critical" model, by adapting the processes of evaluation and selection of the dashboard indicators and enhancing the information content of the local potential, in order to promote controlled growth of the system statement. The characteristics of the application of decision support systems on the market today, place great emphasis on geo-referenced address the specific business activities, which are normally attached tables, graphs and thematic maps, indicators (population, daylight, no business) a segmentation lifestyle, disposable income, consumption of some indexes, but do not take proper account information of a "viability" useful to concretely support the hypothesis of new investments :

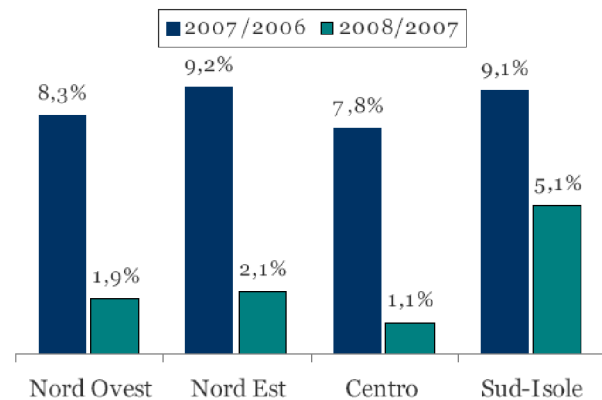
FINANCIAL INDICATORS	ROI	standard	ROE	standard	Index R	SALES	standard	WORKER/1000	standard	EBTIDA	standard
Northeast Italy	3,20%	1,0	3,80%	1,0	1,0	2,10%	0,4	580	1,0	1106500,0	1,0
Padua Verona											
Center Italy	2,30%	0,7	1,10%	0,3	0,5	1,10%	0,2	425	0,7	1105000,0	1,0
Massa-Carrara Ancona Rieti											
South Italy	2,00%	0,6	-0,20%	-0,1	0,3	5,10%	1,0	275	0,5	1102000,0	1,0
Naples Bari											

Source: Gruppo Cerved 2010

La redditività caratteristica nell'industria
ROI



Il fatturato nell'industria
tassi di crescita rispetto all'anno precedente



7. Conclusion

The method most commonly followed in order to build synthetic indicators based on data is the average power of order K and can be summarized in the following phases:

A) STRATEGIC INDICATORS		Northeast	center	south
<i>business demography indicators</i>		0,4	0,8	1
<i>context indicators</i>		1	0,8	0,6
<i>perceived image indicators</i>		1	1	0,7
<i>environmental sustainability</i>		0,5	0,8	1
<i>infrastructure indicators</i>		1	0,75	0,5
B) INDICATOR BUDGES				
<i>Local services</i>				
<i>leadership</i>		1	1	0,8
<i>Local cooperation</i>		0,8	1	0,8
		1	0,8	0,8
C) FINACIAL INDICATORS				
<i>ROI, ROS e ROE per sector</i>				
<i>Average turnover per sector</i>		0,6	1	0,6
<i>Workwers average per sector</i>		1	0,6	0,8
<i>EBITDA per sector</i>		1	0,8	0,7
		1	0,5	0,8
		10,3	9,85	9,1
average		0,858333	0,820833	0,758333
G.average		0,81	0,75	0,75
FICEI model				
result of research	northeast	center	south	
B.D.	0,5	0,7	1	
C.	1	0,9	0,8	
I.P.T.	1	1	0,7	
S.-S.	0,5	1	0,7	
Infrastructure index	1	0,9	1	
local services	1	1	0,8	
Leadership	0,8	1	0,8	
Local Cooperation	1	0,8	0,8	
Roi, roe, ect....	1	0,5	0,3	
Sales	0,4	0,2	1	
workers	1	0,7	0,5	
EBITDA	1	1	1	

I^ range	0 - 0,25
II^ range	0,25 - 0,5
III^ range	0,5 - 0,75
IV^ range	0,75 - 1,00

- 1) construction of basic indicators. The availability of basic statistics course, affects both the detail of the infrastructure categories to quantify both the level of the land areas to be taken into account;
- 2) standardization of basic indicators. Proceed to the standardization of basic indicators, a task that is usually done by relating the basic indicators to a cash consists of the land surface area involved (infrastructure "network" or serving space) or the community (indicators "point" or population serving);
- 3) standardization of normalized. One of the methods used for this purpose is to relate, in the same category, the normalized area of each unit to the maximum value of the series, thereby achieving the same amplitude scale (between 0 and 1, 1 ' in fact, or between 0 and 100, as is commonly done) and then the immediate comparability between the indicators considered;
- 4) aggregation of standardized indicators. The most usual procedure is to resort to some form of media, often identified in the arithmetic mean for the aggregation of elementary indicators within a

main category and the geometric average for the synthesis of the major categories. The use of two different medium to assume implicitly that there is some substitutability between the basic categories in the same category, and rather less substitutability between the main categories which determine the overall summary index.

The results obtained by processing data generated by the matrix of spatial performance, complemented by the dashboard of indicators selected from research work presented at the annual conferences have generated AISRE aggregated values as a function of the macro reference areas shows the validity of the methodology used since the deviations Indicator only in areas subject to minor benchmark a demonstration of the attractiveness of land that the indicator can assume in the areas of national excellence.

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