



Chapter 4

Needed knowledge and skills for a successful entrepreneurial career in the framework of circular economy in Italy

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4.1 The network of collaborators from Italy

The survey involved companies and organisations operating in the rural sector of the Piedmont Region, and pursued a threefold objective:

1. Understand the relationship between Piedmontese enterprises and the circular economy in the rural area.
2. Define the professional skills required by future professionals in the field of Circular Economy.
3. Define the personal skills needed to implement the Circular Economy in rural area.

Figure 1 shows the network of stakeholders involved in the survey: the geographical distribution of respondents reflects the distribution of the most economically active rural areas at regional level, in particular the province of Cuneo is a core location for the agro-food sector. The enterprises are mainly small (57%) and micro-sized (19%), the age of companies is connected to the dimensional feature and there is an evident prevalence of enterprises of recent foundation or, at most, led by the first entrepreneurial generation. The organisations involved are other universities and research centres (60%), competence centres (20%) and sector clusters (20%). The recent foundation of organisations reflects the regional restructuring of the sector, which has created new innovation clusters in the key sectors of the Piedmont Region, including the agro-food.



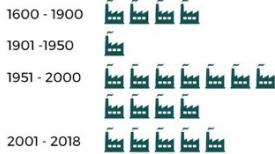
21 Companies

Enterprise dimension

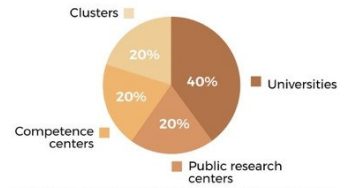


57%
small enterprises

Foundation year



5 Organisations



Foundation year



Figure 1 Distribution and characteristics of the survey respondents

As regards the main economic activities in Piedmont's rural areas, the sample of enterprises reflects the productive areas of the regional economy and the clear prevalence of agro-food (Figure 2): fruit, wine, rice, chocolate processing and pasta production. The production of fertilisers and products for animal husbandry also appears relevant.

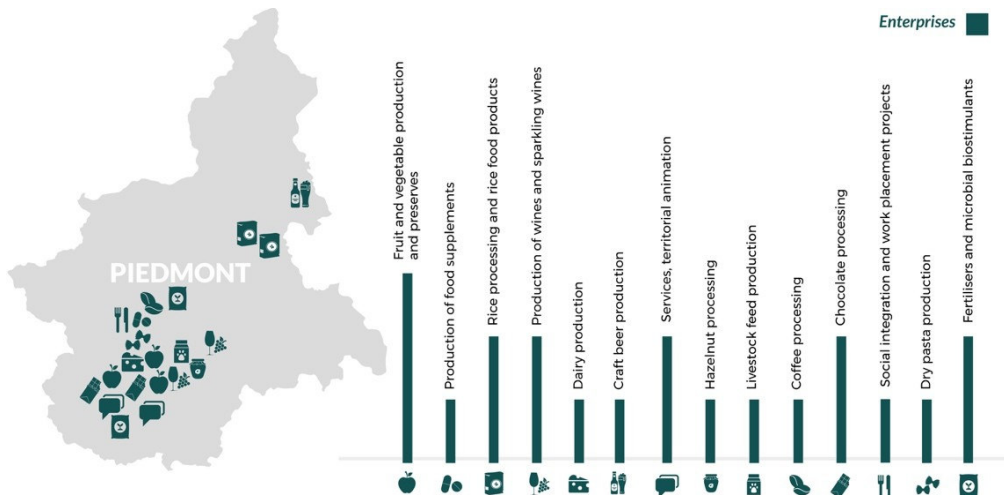


Figure 2 Main economic activities of the companies involved in the survey

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