

# IV SUSTEXNET MEETING

## The relationship between industry and craftsmanship: the Calabria case study

By Lilia Infelise (ARTES) and Emilio Sergio (DISU, Unical)

Serragiumnta Castle  
Contrada Serragiumnta  
28 July 2015



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET

UNIVERSITÀ DELLA CALABRIA  
DIPARTIMENTO DI  
STUDI UMANISTICI  
DISU



# The tradition of Textile in Calabria

Middle Age, XI Century



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET

UNIVERSITÀ DELLA CALABRIA  
DIPARTIMENTO DI  
STUDI UMANISTICI  
DSU



- **The ‘Golden Age’**  
first half of XIX Century, and successive decline after 1861
- **The autarchic phase**  
in the early decades of XX century  
GINESTRA (*Spartium iunceum*)

## The Ginestra of Italy – Reggio Calabria

- 8 small factories
- Chemical enflueurage, “sfibratura”, spinning, weaving
  - Raw fibres and bags
  - 10.000 kilos per day



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



## The roots of the crisis

**1950s “La Cassa del Mezzogiorno”** (art. 646 August 10, 1950)  
A ‘disfunctional’ approach to industrialisation in Southern Italy

### 1960s – 70s

Non-repayable funding

The lack of a long-term prospect

The renounce to the traditional *lex parsimoniae*  
(*Non sunt multiplicanda entia sine opportunitate*)

**2004**

The darkest hour

*Failures:* Manifattura del Crati (MdC), Marlane (Marzotto Group), San Gregorio District

**2007**

New attempts

And the lack of strategies

What survives today? What kind of remnants?



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



Totale attive a fine anno				
<b>Area</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>
<b>Calabria</b>	1.134	1.075	1.011	960
<b>Sud e Isole</b>	20.832	20.159	19.661	19.108
<b>Italia</b>	90.757	88.746	86.853	85.253
Fonte:	Rapporto	ARTES	su dati	CCIAA CS



Programme funded by the  
EUROPEAN UNION



**ENPI  
CBCMED**  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN

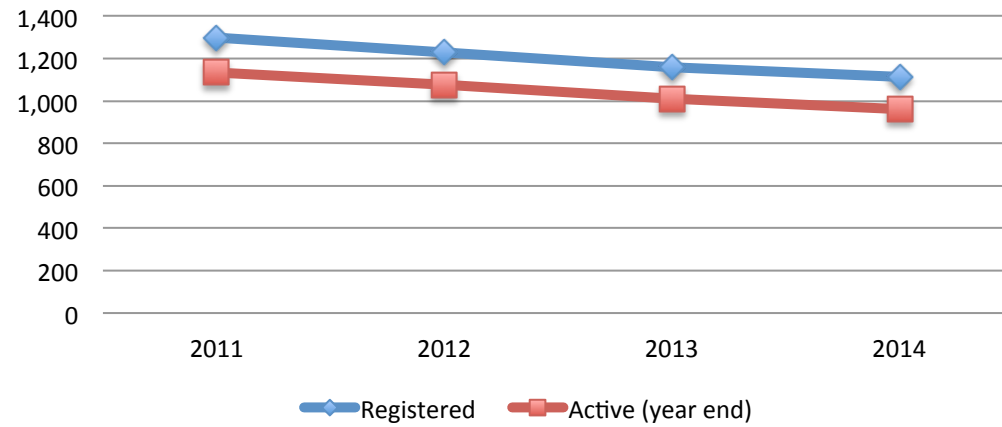


**SUSTEXNET**

 UNIVERSITÀ DELLA CALABRIA  
DIPARTIMENTO DI  
STUDI UMANISTICI  
DSU

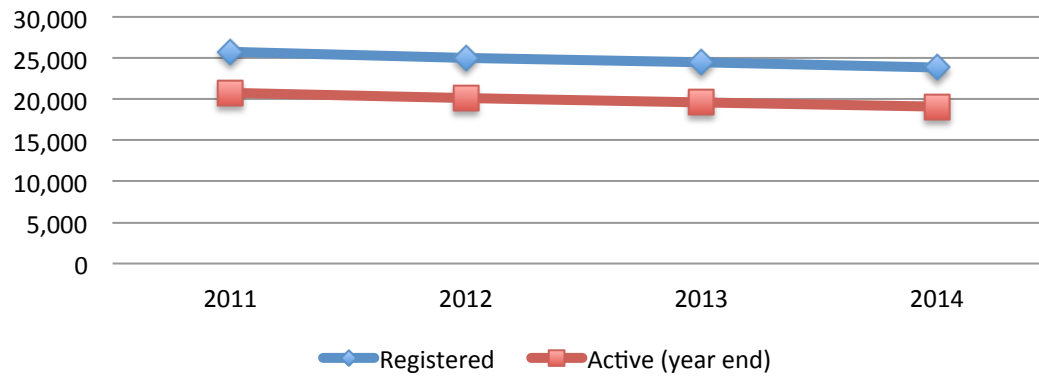


### T&C Enterprises in Calabria



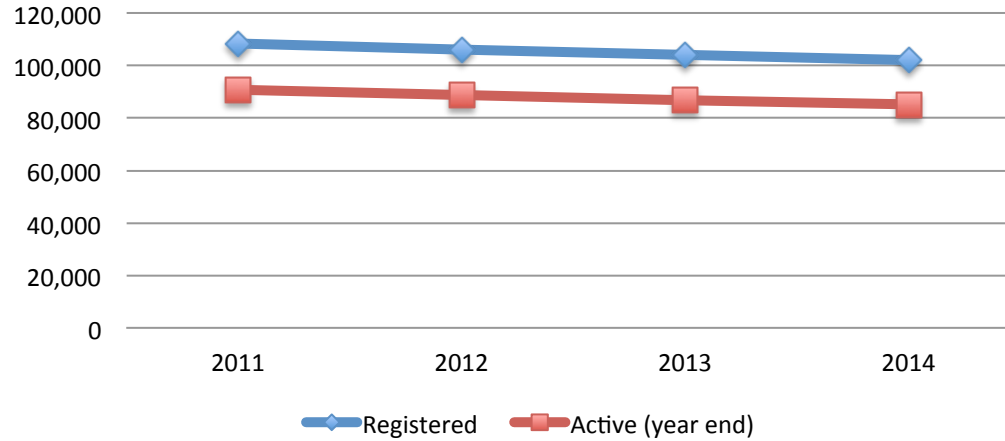
Source: ARTES elaboration of CCIAA CS data

## T&C Enterprises in Southern Italy and Islands



Source: ARTES elaboration of CCIAA CS data

### T&C Enterprises in Italy



Source: ARTES elaboration of CCIAA CS data

## **Concentrate the investments**

for fitting technologies, creating new spaces of competitiveness

## **Open the market**

to different partners (national and international), promoting politics of cohesion

# The Ginestra Valley\_nzymes4future Project

April 21, 2011

BIOTech Lab  
EcoDesign Lab



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET



Operative goal: create networks for the strengthening of national scientific and technologic potential

Action: create High-Tech Districts and related networks

Strategic aims: the creation of technologies and facilities for research studies in the field of bio-masses and bio-refinery

## ***What happened?***

Not approved:  
The project was forced to stay behind  
itself

**“To act on a fragile idea is better than to no act at all.**

It can be be like a little flame that we can hold on, because great things can be constructed around it, massive and powerful and world-changing”.



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET



## Injecting know-how

The starting of a new program (“***Attiva l’innovazione***”) for the development of a technology for multipurpose bio-masses refinement : *spartium iunceum* (ginestra, or Spanish Broom)\* and *Alfa*

\*: *Spanish Broom characteristics:*

*it can grow in a wide range of climatic conditions (-30° to +40° Celsius), in too different kind of grounds, and it does need just 400<sub>mm</sub> of water a year*

The high tech approach

The traditional approach

ARTES' approach

(see above, *i.e.* '**Attiva l'innovazione**' program)



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET



*Can a fragile area  
jump-start into its future and  
avoid marginalisation?*



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET



Human capital

Cultural variety

Knowledge sharing

The opportunity to create new knowledge

The chance to combine neighborhood and cohesion

A growing real economy

Our territory



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET



Administration

Action

Policies

Ideas (Brand-New Knowledge)



Programme funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



SUSTEXNET



# Thank you!

[artes@artes-research.it](mailto:artes@artes-research.it)



Programme funded by the  
**EUROPEAN UNION**



**ENPI  
CBCMED**  
CROSS-BORDER COOPERATION  
IN THE MEDITERRANEAN



**SUSTEXNET**

 **UNIVERSITÀ DELLA CALABRIA**  
DIPARTIMENTO DI  
STUDI UMANISTICI  
DSU

