

INVEST IN NATURAL CAPITAL

**NATURAL PROTECTED AREAS:
A LABORATORY
OF GREEN ECONOMY AND GREEN JOBS**



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ITALIAN ENTERPRISES: A PRODUCTIVE INFRASTRUCTURE GOING GREEN

19% have recorded a growth in their turnover in 2013

(vs. 13% non green)

turnover

21% have developed
new products and
services in 2013
(vs. 9% non green)

innovation

341,400

export

44% of green manufacturing
enterprises have recorded a
growth in their export in 2013
(vs. 22% non green)

«GREEN»
ENTERPRISES

23% have recruited
employees in 2014
(vs. 11% non green)

jobs

occupation

-0.9% occupational
variation in 2014
(vs. -2% non green)

GREEN JOBS: STOCK, FLOWS AND VALUE ADDED



more than
**3 millions of
green jobs**
in Italian economic
system: **13,3%** of
total occupation

50,700 green jobs
planned to be
recruited by Italian
enterprises in 2014
(13,2%).
183,300 "hybrid"
professions (47,6%)

101 billion euro
of value added
produced by green
jobs in 2013
(**10,2%** of total,
excluding shadow
economy)



PROTECTED AREAS

A great laboratory of innovative
and environmentally friendly

best practices,

where it is possible to demonstrate
the advantages of **integrating nature**
into regional planning and into the
development of local economies



Monitoring of the real economy in protected areas:

THE PROTAGONISTS

involve

4,166 Italian municipalities

(more than half the total):
an important 'green lung' for municipalities with high urbanization levels



23 National parks



152 Regional parks



29 Marine protected areas & underwater parks



2.299 Natura 2000 network sites

Monitoring of the real economy in protected areas:

THE TOOLS



Monitoring of the real economy in protected areas:

THE METHODOLOGY

NATIONAL PARKS AND NATURA 2000 NETWORK



Municipalities with at least 45% (National Parks) or 50% (Natura 2000 network) of land surface within the protected area (with adjustments for those municipalities not exceeding this threshold)

3,765

Municipalities
covered by
Natura 2000
sites

822

Municipalities
with at least
50% of their
surface

19.1%

of total Italian
surface covered
by Natura 2000
sites

EXPERIENCES THAT MAY AID IN THE TRANSITION OF ECONOMY TOWARDS SUSTAINABLE DEVELOPMENT

inhabitants 

706,058

NATIONAL  PARKS

 enterprises

68,281

6,995,712

REGIONAL  PARKS

691,139

3,091,219

NATURA 2000  NETWORK

300,716

5,838,915

PROTECTED  MARINE AREAS

779
bathing facilities



Many sites of protected areas have experienced difficulties often related to their cultural marginalization and to a lack of acknowledgement of their identity

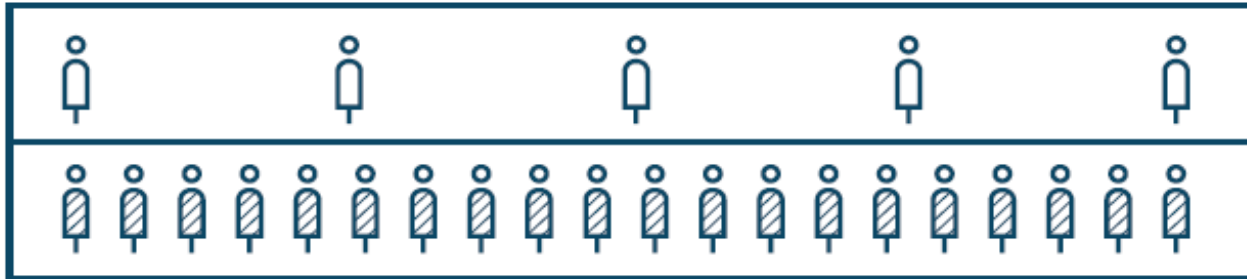
-0.9%

Percentage variation of population
(1991/2012)

-5.6% in National Parks but +5.1% in Italy

*But things are changing and
we are witnessing 'reversal' phenomena*

Between the beginning of 2012 and the beginning of 2013,
population decline in Natura 2000 sites ends: **+0.02%**





**Young people and women rediscover protected areas.
And create business**

30.5%

Percentage of resident population
under 30 of age

31.2% in National Parks and 29.4% in Italy

35,514

Number of young people-owned
enterprises (12% of the total)

13.1% in National Parks and 11% in Italy

75,630

Number of female-owned businesses
(1 out of 4)

26.8% in National Parks and 23.6% in Italy

Highest percentages in trade, commerce and agriculture



**Protected areas represent a 'living system'.
Even from the economic standpoint.**

9,7

Number of businesses per 100 inhabitants in National Parks and in the Natura 2000 network sites

The national average is 10.2

3

Average number of employees in businesses

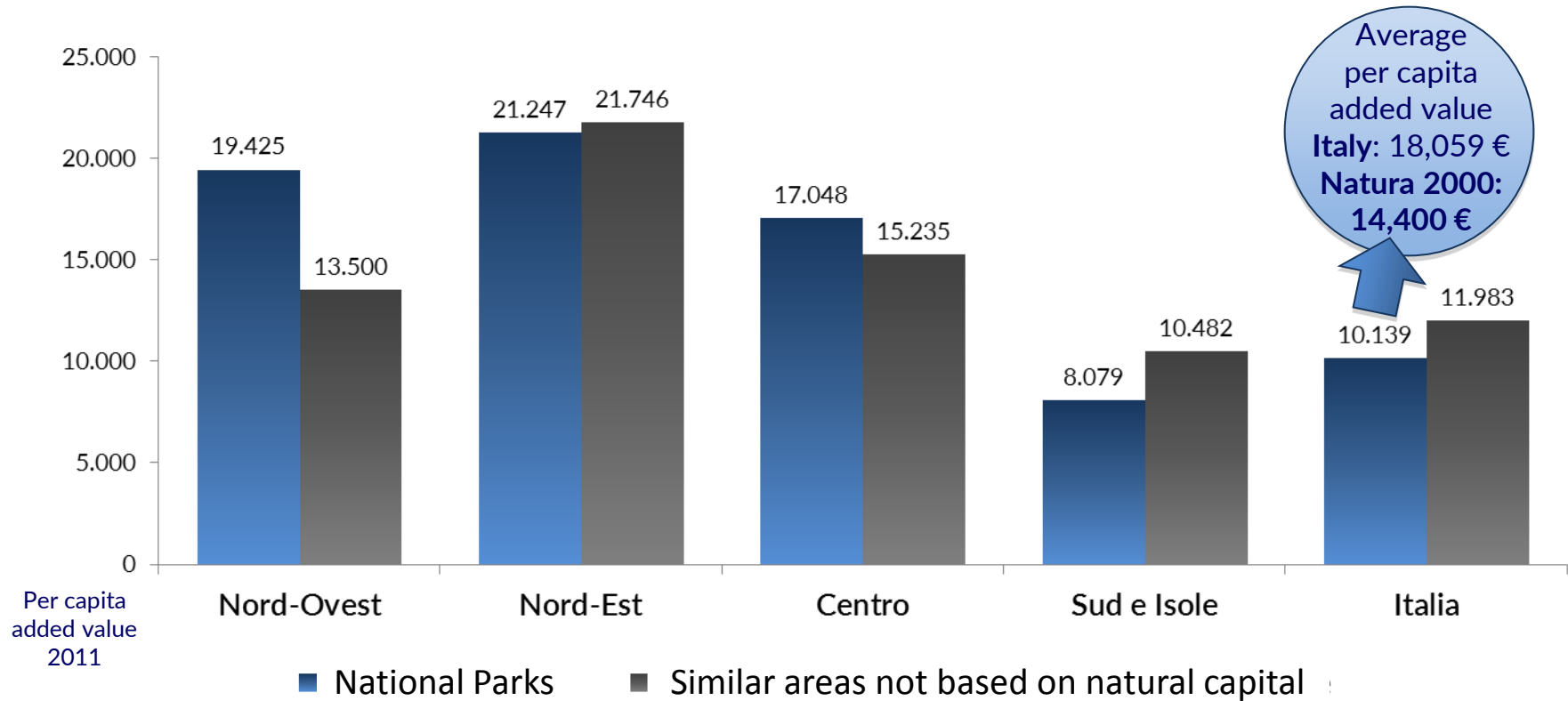
The figure in the National Parks is 2,3. The national average is 3.7

Protected areas are the lifeblood of their inhabitants, as they protect the enormous wealth of biodiversity of these areas, making it a source of occupation and welfare



**There is a 'park effect'.
In the future, it will be even more evident**

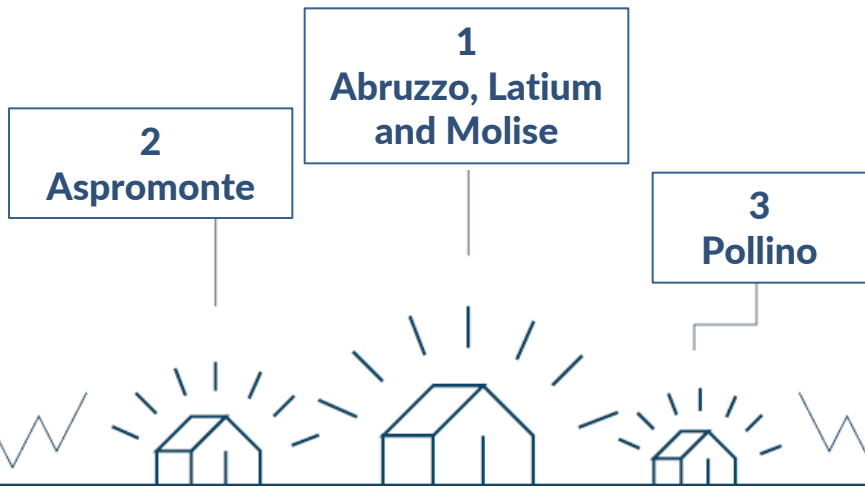
THE POTENTIAL OF PARKS TO CREATE WEALTH



The 'park effect' can be measured not only on the ability to generate value, but also on the ability to provide ecosystem services

THE REAL ECONOMY OF NATIONAL PARKS: A MODEL FOR CONTRASTING THE CRISIS

Cumulative % variation in added value
2011-2013
(in current terms)





**Which actions support
the development of protected nature areas?**



*Adopting a permanent
monitoring system of the
economy of the protected areas
that can evaluate, monitor and
assess operational
projects for economic
enhancement and support
of action plans*



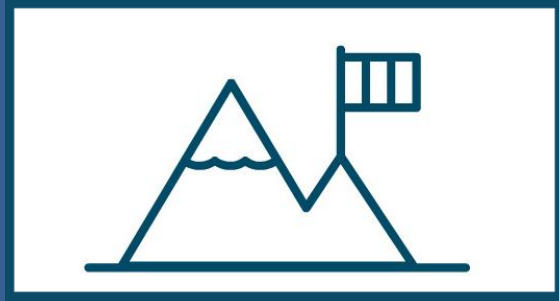
Giving due importance to the natural capital of protected areas in the assesement of national wealth, by integrating economic data with environmental data, thereby acknowledging its value in public policy



*Supporting the central role of protected areas in cohesion policies as a catalyst for local development, leading them to **contaminate the «outside areas»** with their sustainable management model and to develop projects that go beyond local boundaries*



Encouraging the *creation of «networks»* involving protected areas with different characteristics, policy makers, public entities, civil society, environmental groups, production chains, the research community and economic representatives



Strengthening the identity of protected areas not only among inhabitants and tourists, but also among businesses, by raising awareness of the competitive value of natural capital, starting from the data and the experiences of the real economy



*Thanks for
your attention*



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