

University of Verona

Pilot 2 – BORGO SAN DALMAZZO

socio-economic assessment report



Relation with
Italcementi

Requalification
of the site

Demographic
profile

“AN IDENTITY TRANSITION”

Economic
context

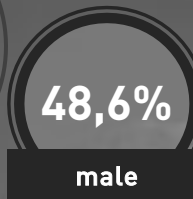
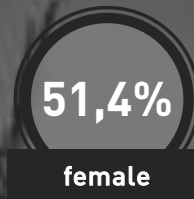
Projection
on the future

Data sources

Mixed method
Quanti-qualitative analysis



The sample of survey



METHOD

Notes

In order to avoid distortions and solve the problems that we encountered during Pilot 1 - Eisenerz, we implemented different activities

- Dialogue and citizen involvement
- Preliminary meetings with local stakeholders
- More coordination with municipalities
- Involvement with local media
- **Face To Face** interviews in addition to **CATI** and **CAWI**
- Collateral activities of public engagement (workshop with children)

500

estimated number
of people involved



WHAT ARE THE DEMOGRAPHIC TRENDS OF THESE COMMUNITIES?

In both Borgo San Dalmazzo and Valdieri the presence of the foreign population is increasing and the ageing index shows that the share of old population is higher than the share of young population.



“We change 500/600 citizens a year...
So I think that who is originally from here has
opened up to others. Borgo is an integrated city,
which knew how to immerse itself in new things
and seized opportunities.”



“Borgo has grown a lot, especially in the last 15
years. There are many ethnic groups...
The increase was due to this transformation, due
to the proximity to Cuneo...”



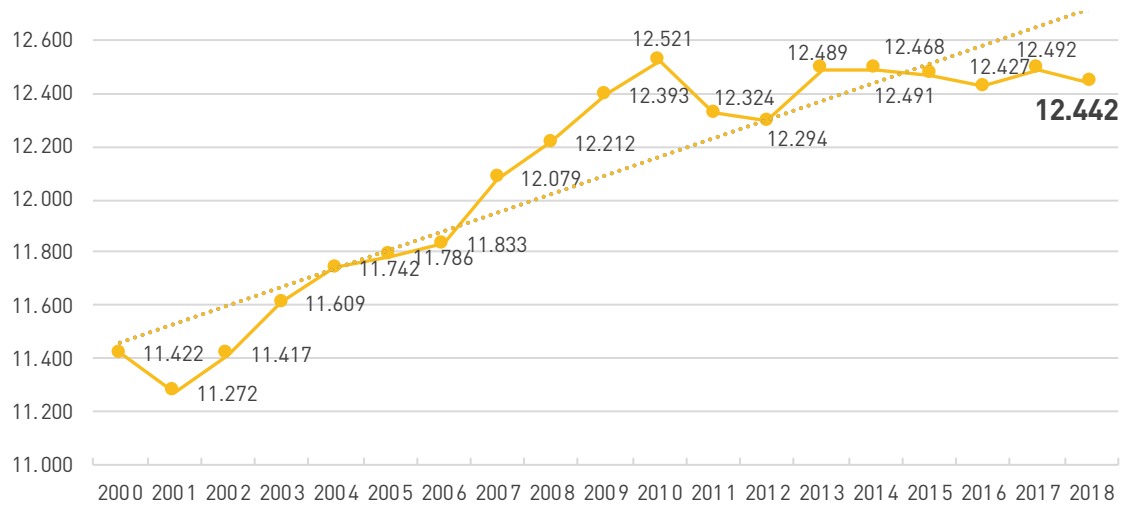
The population in
Borgo S.D. has
increased since 2000



on a 2000=100 base



SOCIO-DEMOGRAPHIC PROFILE OF
BORGO SAN DALMAZZO



NATURAL BALANCE

The absolute **number of birth is generally superior to the number of deaths.**

Nonetheless the trend is irregular after 2012.

MIGRATION BALANCE

In the last 16 years, people who has move to Borgo S.D. are generally **more than people who have left.**

The trend is irregular.

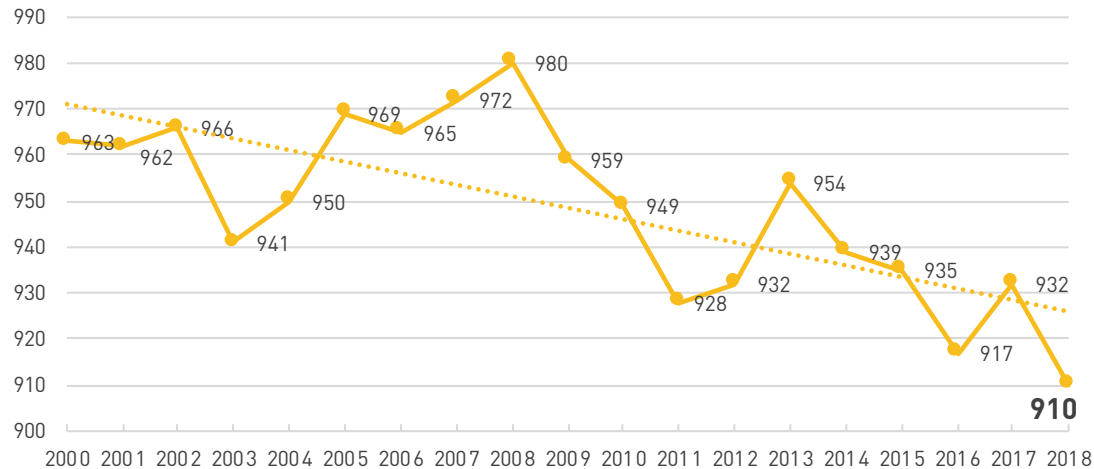
The population in
Valdieri has
decreased since 2000



on a 2000=100 base



SOCIO-DEMOGRAPHIC PROFILE OF VALDIERI



NATURAL BALANCE

The absolute **number of deaths is superior to the number of birth**, with a constantly negative natural balance.

MIGRATION BALANCE

In the last 16 years, the migration balance **has been quite irregular.**

The structure of the population: some demographic indicators (2017)

	% women	% foreign people	‰ annual rate of foreign population growth	age (mean value)	ageing index	members of family (mean values)
PIEDMONT	51,5	9,7	10,9	46,3	201,3	2,2
BORGO SAN DALMAZZO	51,3	8,5	51,9	43,9	149,4	2,3
VALDIERI	47,4	5,5	490,2	48,3	243,4	2,1



IS THERE THE NEED TO LOOK FOR A LOCAL POST-INDUSTRIAL IDENTITY?

**A moderate level of social cohesion
but a scarce sense of belonging to the
local community and a low civic
participation.**



“It’s a post-industrial town [...] that it's looking for an identity...Perhaps Borgo had lost its identity.

In that primordial chaos, during the industrial advent, when we almost felt like gods [...] Work for all, unlimited progress...It will be like this forever. But then, some decades ago, we realized that it wasn't so.”

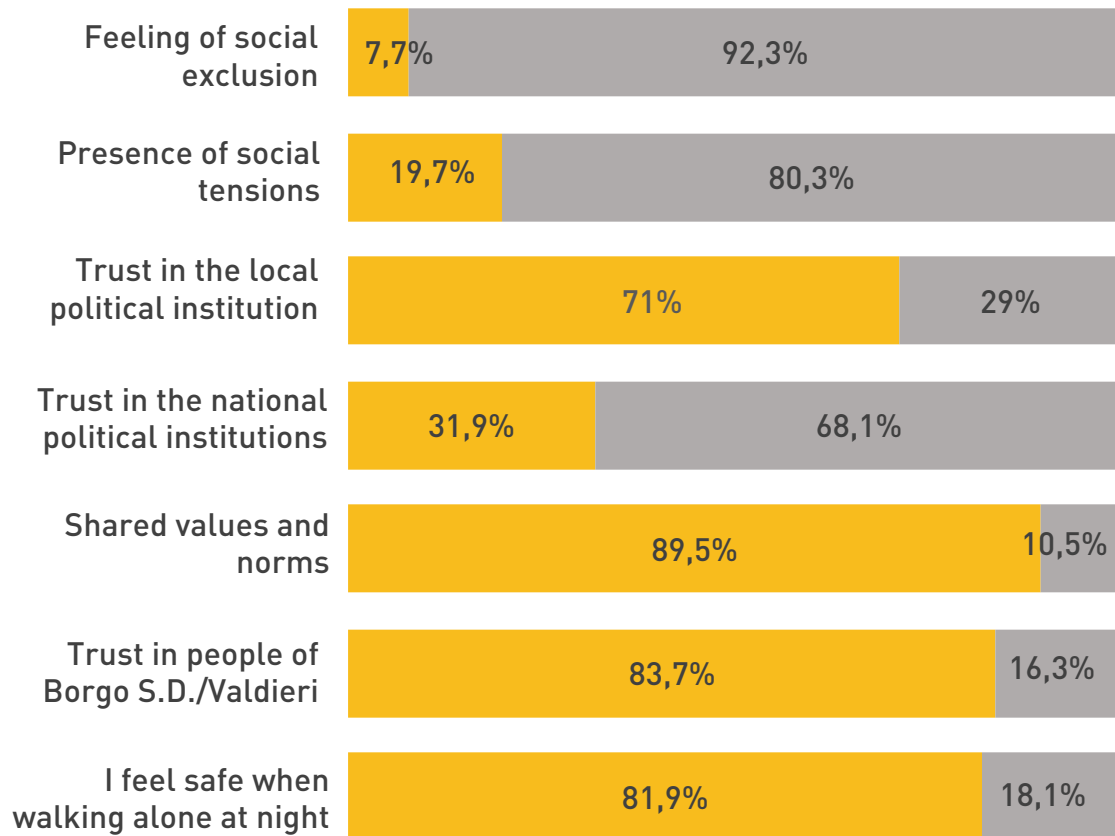


IN-DEPTH
INTERVIEWS

The residents of Borgo S.D. and Valdieri are satisfied with their life



QUALITY OF LIFE / SOCIAL COHESION



■ Agree ■ Disagree

Sense of local belonging: respondents perceive themselves as citizen of BORGO S.D./VALDIERI



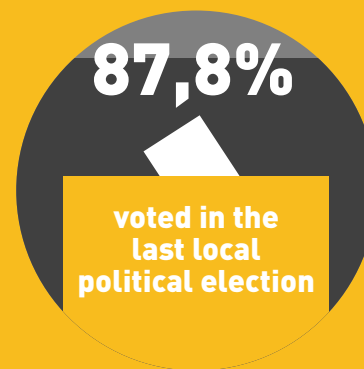
28,5%
Europe

34,9%
Italy

15,2%
Piedmont



QUALITY OF LIFE / TERRITORIAL IDENTITY



High participation in the local elections
but
low participation in events on local
problems/issues and
low participation in the associational life

QUALITY OF LIFE / PARTICIPATION

The residents of BORGO S.D. and VALDIERI have large personal support networks



On average can rely on 10,7 people in case of need
3,2 of these are neighbours

QUALITY OF LIFE / SOCIAL RELATIONS

The size of the personal support network correlates with some indicators of social cohesion:

- Feeling of social inclusion
- Perceptions of social tensions
- Trust in the local political institutions
- Feeling of personal safety

Younger people (18-39 years old) have the biggest support network. The size of network decreases with increasing age.



How did and how does the
community relate to **Italcementi**?



“Everyone had their father or grandfather, or uncle, who worked at Italcementi [...] We call it stone but this was our oil!”



“The factory has become part of the social fabric.

[...] a siren that was heard throughout the town... It marked the working hours inside the factory and also marked it outside, almost replacing the church bells.”





“In the 70s we wake up in the morning and the city was white. [...] At the time there were no environmental policies and [...] it gave work, so it was eventually accepted.”



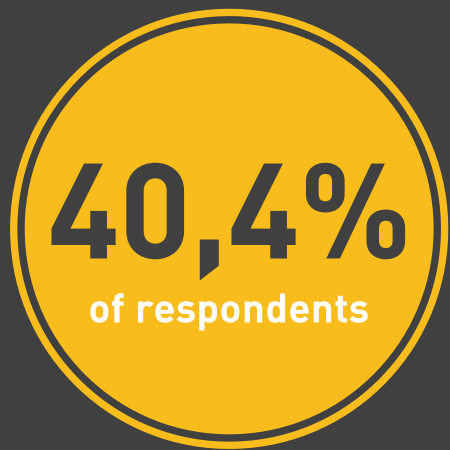
“We started to notice some problems...
When you loaded the wagon, an hour apiece, when you finished you were totally white...”



“Those chimneys [...] today seem almost like a cemetery
of something to be erased...
There's a new environment sensitivity.”



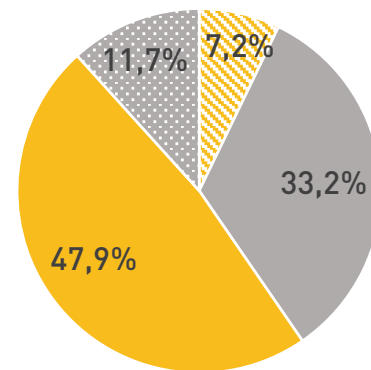
People **know a lot or quite a lot** about Italcementi site's past and recent vicissitudes



PERCEPTION TOWARDS THE SITE

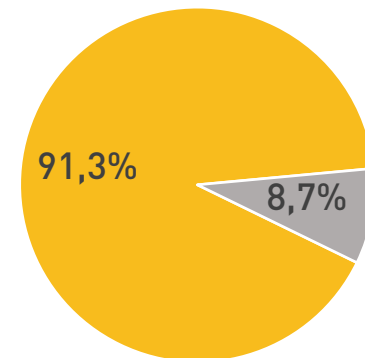
Knowledge about the Italcementi site

- Very much
- Somewhat
- Not much
- Not at all

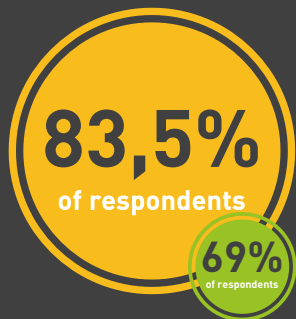


Citizen's involvement in the requalification process

- Yes, citizens should be involved
- No, only experts and local decision-makers need to be involved



The **current condition** of the industrial site impacts



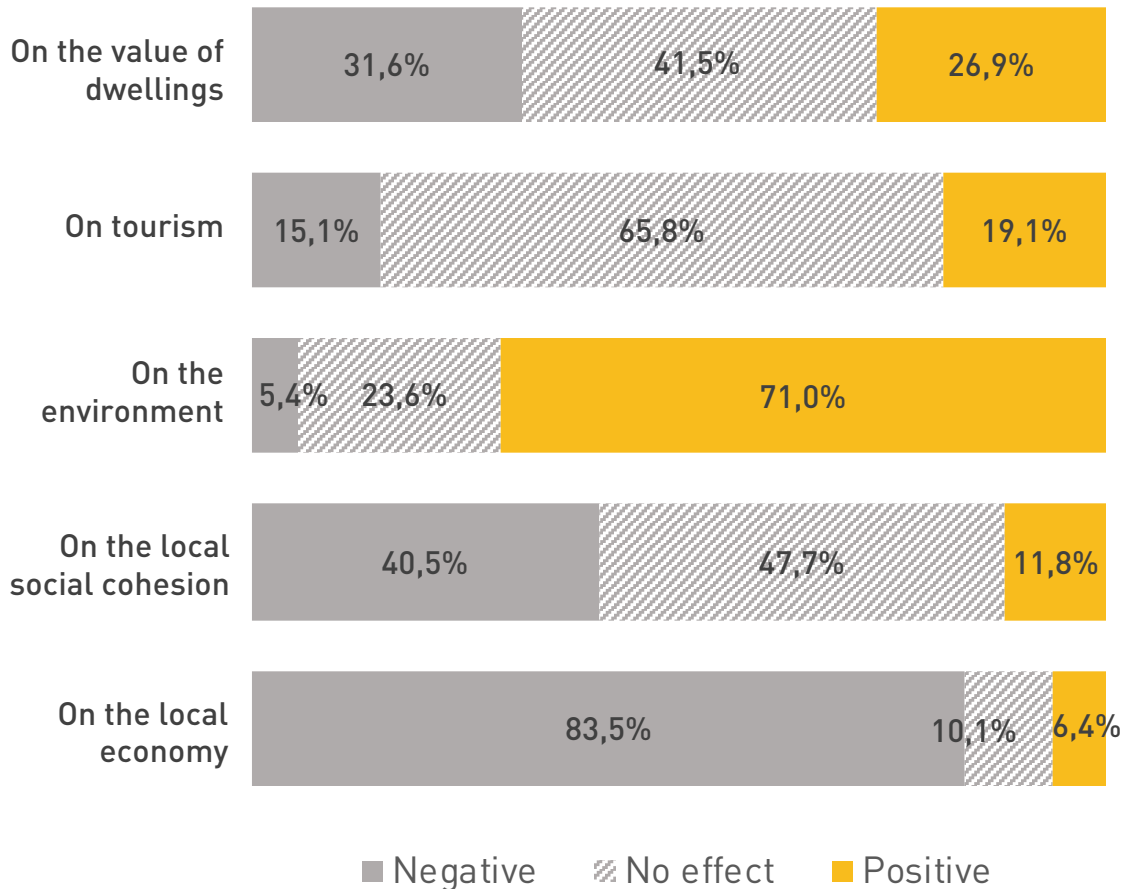
negatively
on the local
economy and
occupational
conditions



positively
on the
environment

PERCEPTION TOWARDS THE SITE

Impact of the current condition of the industrial site



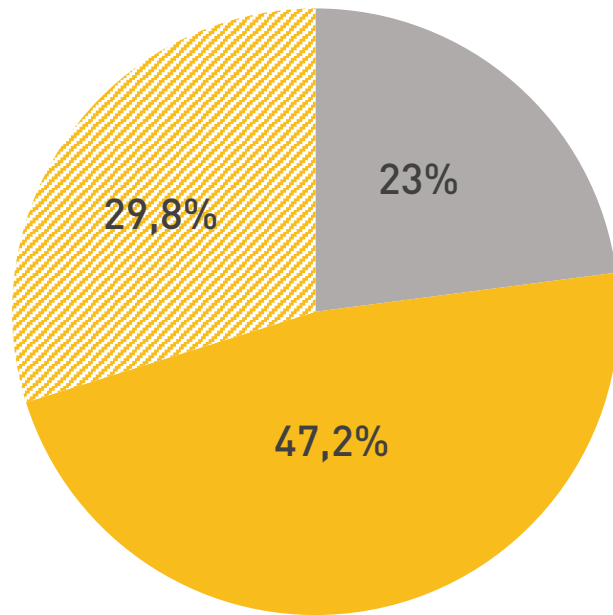
Requalification project is
an opportunity for
the local economy and
for the local community



THE FUTURE OF THE SITE

Future scenarios

- A radical scenario (that involves a completely new project)
- An intermediate scenario (the cement factory merges with a new construction project)
- ▨ A conservatory scenario (the industrial activities need to continue)



The **requalification** of the activity of the industrial site will impact

59,1%
of respondents

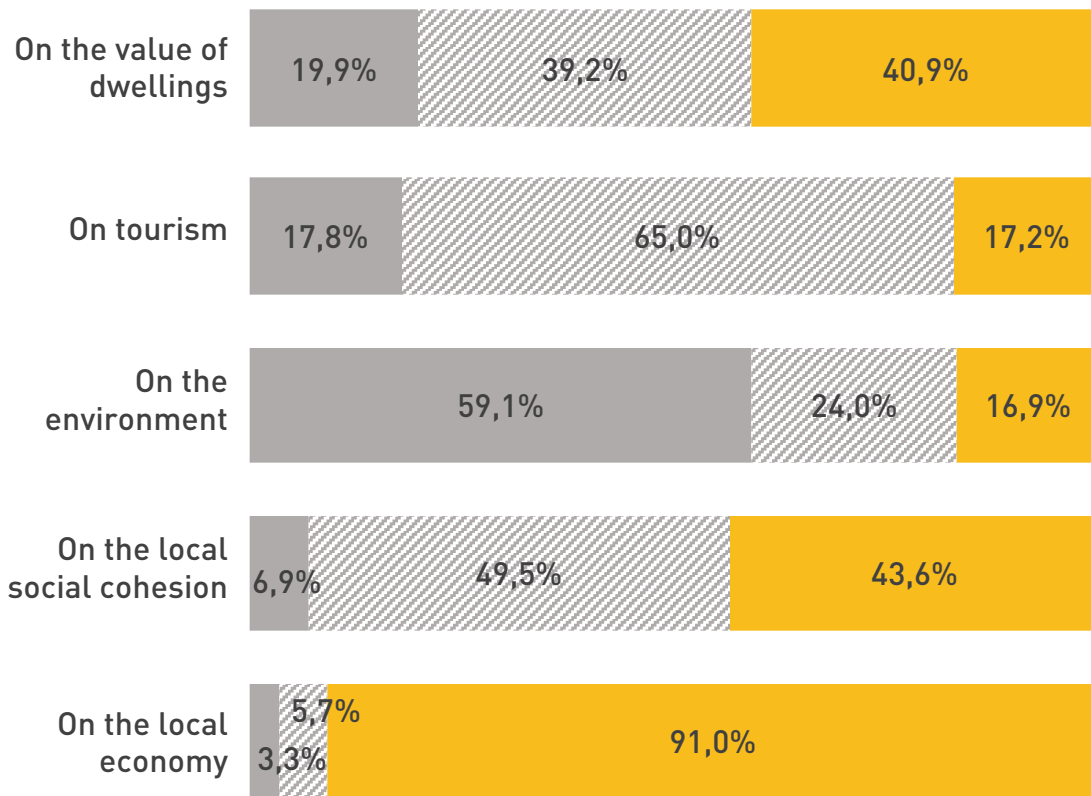
negatively
on the
environment

91,0%
of respondents

positively
on the local
economy

PERCEPTION TOWARDS THE SITE

Impact of the recovery of the activity of the cement plant



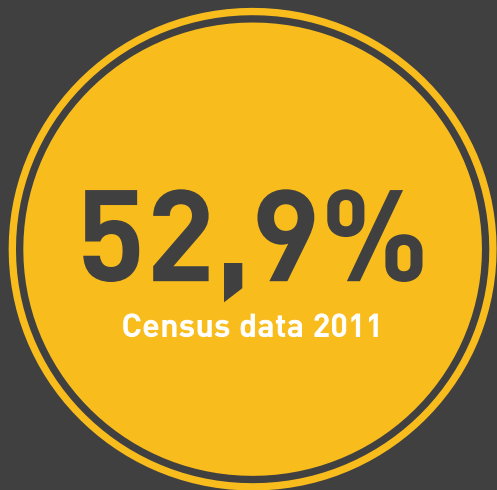
■ Negative ▨ No effect ■ Positive

IS THE ITALCEMENTI SITE A DETACHED REALITY?

The local economic scenario (commercial and craft businesses) seems to be **independent of the events associated to the cement plant.**

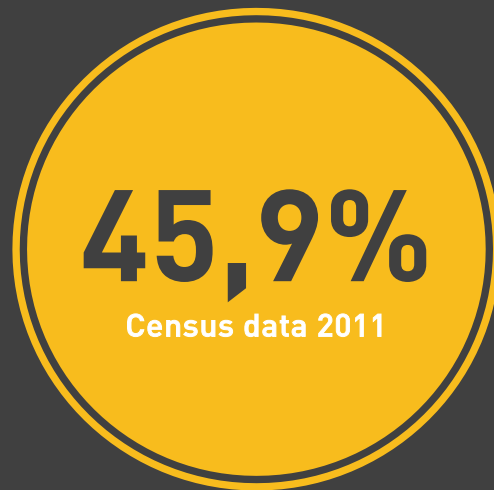
The social fabric as well is only slightly affected by the (both past and future) presence of the industrial site.

BORGO SAN DALMAZZO
Employment rate



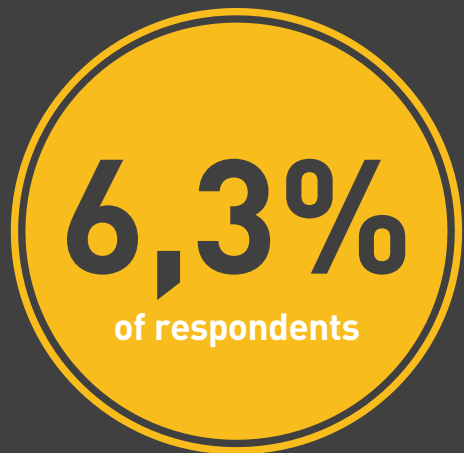
18,9% of young people
(15-24 yrs) unemployed

VALDIERI
Employment rate



10,0% of young people
(15-24 yrs) unemployed

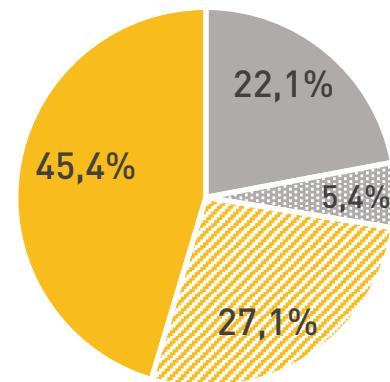
In BORGIO S.D.
the share of households
with yearly income **less
than 12.000 Euros** is



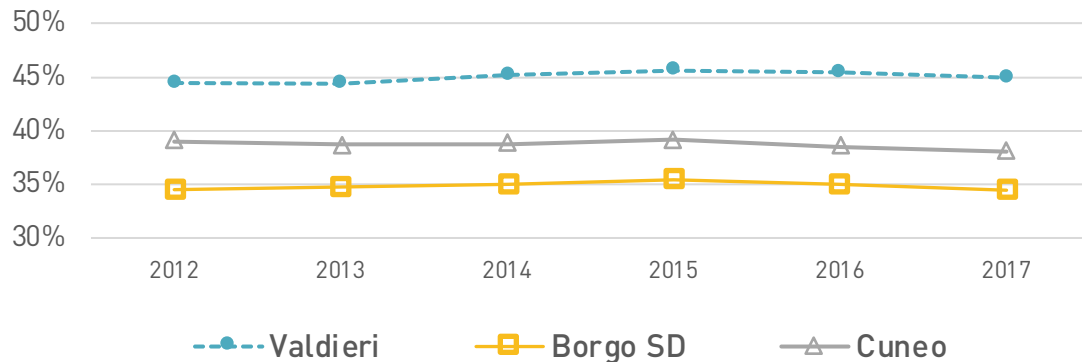
MATERIAL CONDITIONS / INCOME

Share of households making ends meet with difficulty or great difficulty

- with some difficulties
- ▨ with great difficulties
- ▩ with few difficulties
- without difficulty



Share of persons receiving a pension since 2012



Houses availability

Borgo San
Dalmazzo

15,2%

Census data 2011

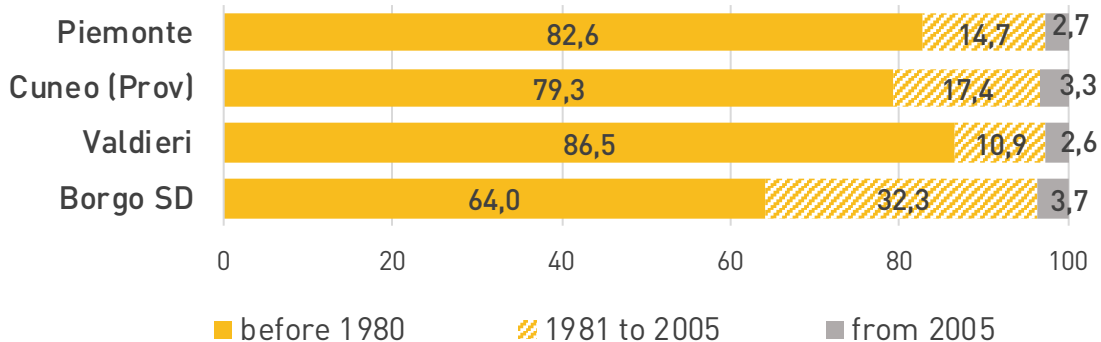
Valdieri

70,5%

Census data 2011

MATERIAL CONDITIONS / HOUSING

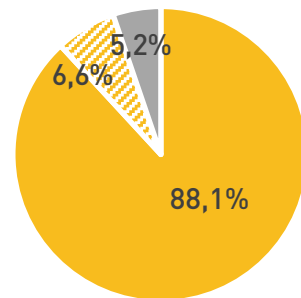
Building Phase



Borgo SD's dwelling stock is relatively recent, only 64% of dwellings are dated before 1980.

Housing tenure status

- own
- rental
- usufruct & other



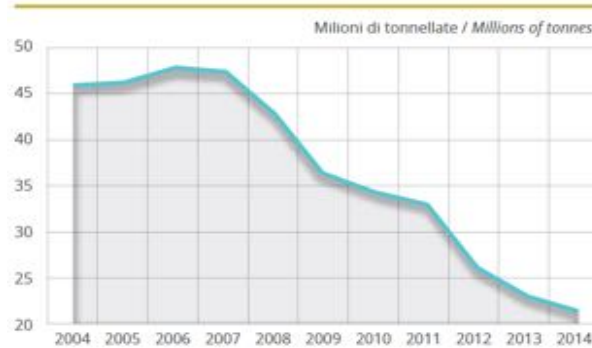
The sector is high-concentrated with the three major firms holding

57%

of the total production and almost half of the active (46%) of the active plants

BUSINESS CONTEXT / CEMENT SECTOR

Cement production



Incidence of closed plant between 2013-17:

28%

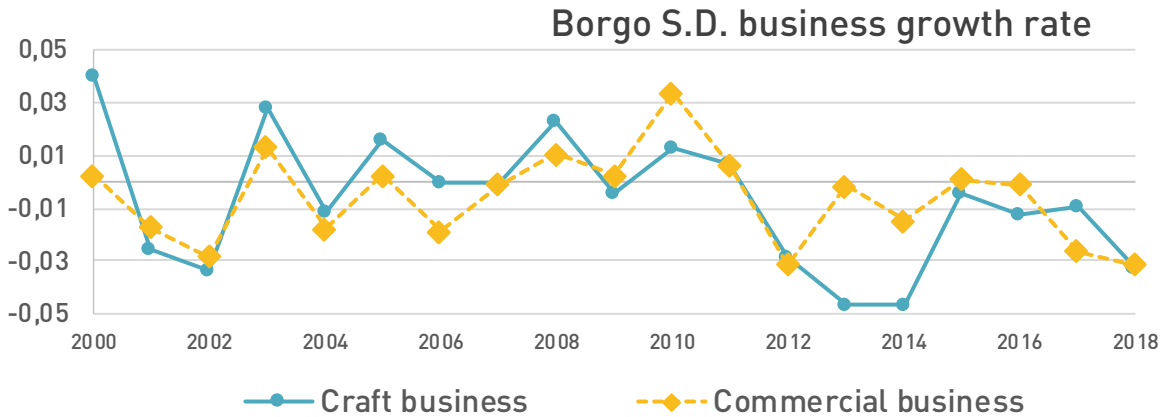
To face the negative trend in cement consumption, firms located the production in largest and most efficient plants, by marginalizing those with small size and low performances.

In BORGIO S.D.

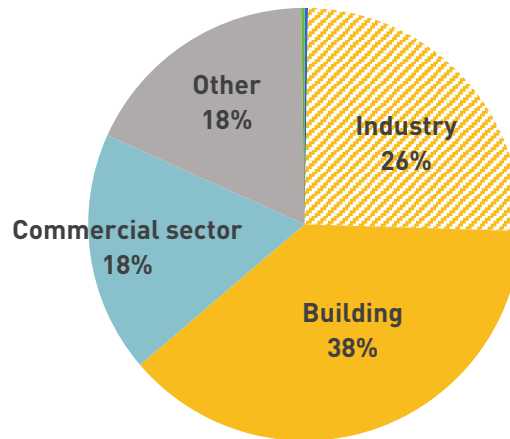
recently there has been a **negative trend in business growth rates.**

However the allocation of the business across sectors is quite constant over time.

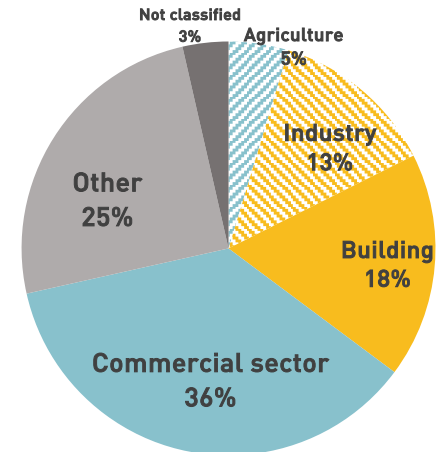
BUSINESS CONTEXT / BUSINESSES' WORLD



Craft business by sector, 2018



Commercial business by sector, 2018



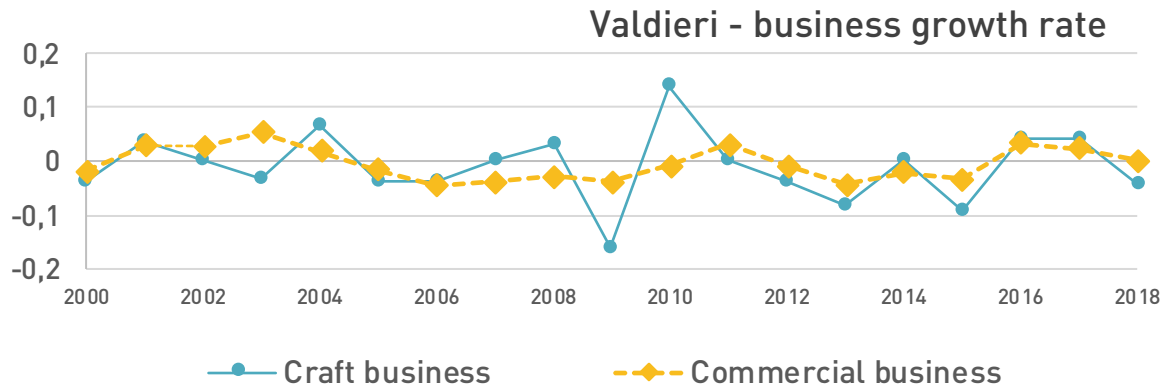
Data: Camera Commercio Cuneo 2018

In VALDIERI

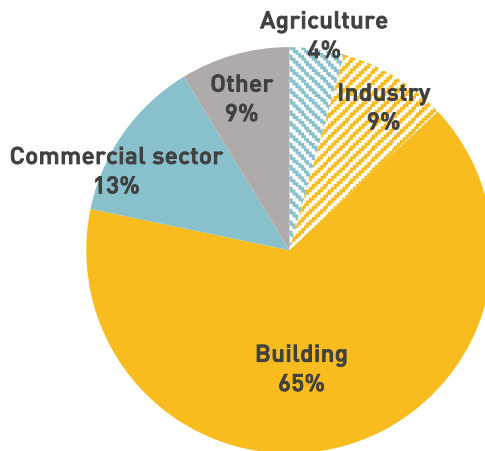
the dynamics of the business growth rate shows positive values in the recent years (except for craft business in 2018).

Compared to BORGIO S.D. there is more variability in the allocation of business across sector over time.

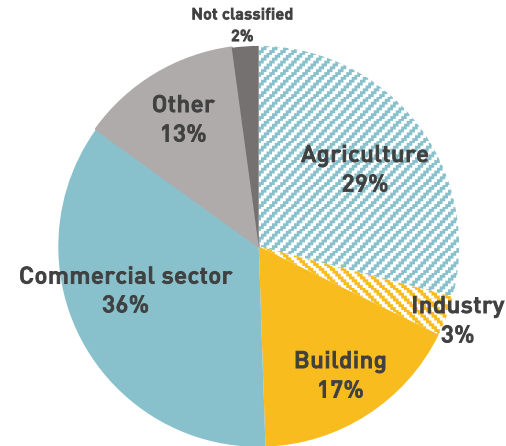
BUSINESS CONTEXT / BUSINESSES' WORLD



Craft business by sector, 2018



Commercial business by sector, 2018



Data: Camera Commercio Cuneo 2018

Among those experiencing a negative effect from the reduction of the activity of the cement plant

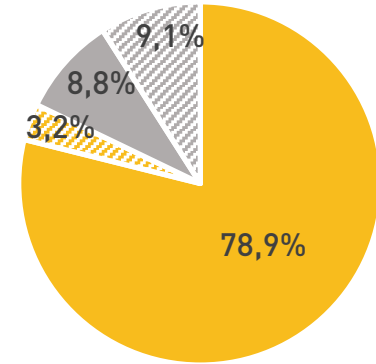


declare that the **negative effects are still present**

PERCEPTION TOWARDS THE SITE

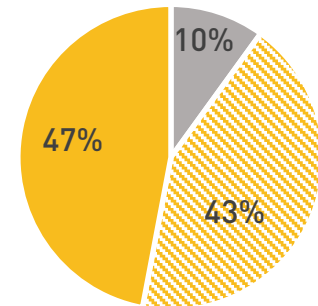
Economic impact at a personal level of the reduction of the activity of the cement plant

- No effects
- ▨ Few effects
- Some effects
- ▨ Many effects



Persistence of the negative effect at a personal level

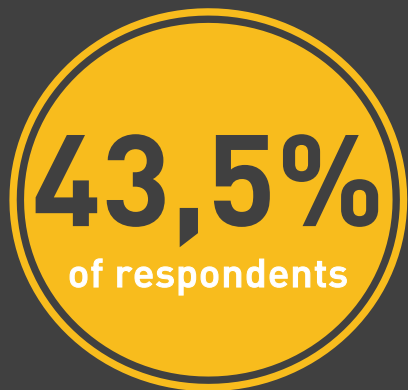
- Vanished
- ▨ Still present
- Still present (partially)



IS THE RECOVERY OF CEMENT PLANT AN OPPORTUNITY FOR YOUNG PEOPLE?

In a medium-long perspective, the future scenario of the cement plant will actually impact on the economy of Borgo S.D. and Valdieri (and which sectors will benefit the most) as well as on the social fabric of the local community?

Almost all respondents associated a positive effect to the transfer of the cement plant but

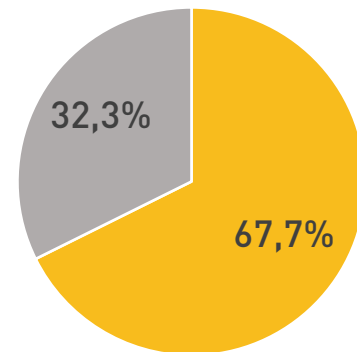


declares that these benefits will only be for a minority/elite.

THE FUTURE OF THE SITE

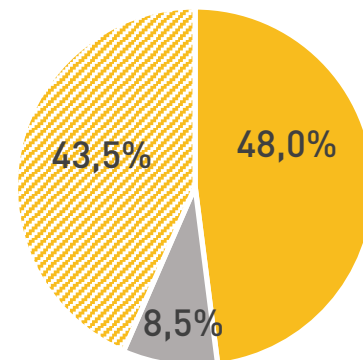
Do young people associate their professional future to the recovery of the cement plant?

■ yes ■ no



The transfer of the ownership of the cement plant will be associated with

- benefits for the entire community
- no effect for the local community
- ▨ benefits only for a minority/elite

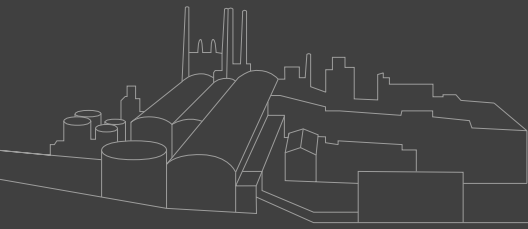




Respondents who experienced **a negative shock at personal level** from the reduction of the cement plant activity, tend to have **a more optimistic view** about the recovery of the cement plant activity.

High-educated respondents seem more skeptical about the positive effect of the recovery of the cement plant on the environment.

The participation to public events on local issues, reduce the probability to have **an elitist perception of the benefit** associated with the transfer of the cement plant ownership.



Imagine the future
“a head full of dreams”

“We are looking for a post-industrial identity”

“...could preserve any elements, as was done at
the Bertello factory”

“Certainly one part can be used as historical memory [...]
Let's use what we have and try to make the most of it”