



POR FESR 2007- 2013  
OBIETTIVO COMPETITIVITA'  
REGIONALE E OCCUPAZIONE  
Friuli Venezia Giulia

INVESTIAMO NEL NOSTRO FUTURO



Unione Europea  
FESR



Ministero dello  
Sviluppo Economico



REGIONE AUTONOMA  
FRIULI VENEZIA GIULIA

## EDITORIAL

The word crisis appears often in this issue of FVG Objective Europe. We have decided to leave this term to its narrow meaning linked to a not particularly favourable economic situation, continuing to write with realism of the facts and the possibilities offered by the ROP ERDF 2007 – 2013 – Objective regional competitiveness and employment. Beyond the transparency due by regulation, the objective remains Investing in our future (yours!) with some punctual and complete information to the economic sectors and with direct advertising to potential beneficiaries. We continue to believe in a fair and balanced development, with more employment and greater competitiveness so that nobody is excluded from the possibility of improving.

Managing Director  
Enzo Cattaruzzi

## GUARANTY FUND: A PROJECT FOR THE SME

Annual Conference of the ROP ERDF 2007-2013

Degree of progress of the ROP ERDF 2007-2013 and the Guaranty Fund for the SME: these are the topics of the annual 2011 event, to be held on 22 November 2011 in Udine.

For the Guaranty Fund for the Small and Medium Enterprises there were big numbers: 22 million euros till now are the resources available within the Fund, of which 5,390,000 euros are the quota of the ERDF, 11,550,000 euros from the State and 5,060,000 euros from the Region.

The aim of this instrument is linked to the territory: the creation of a guaranty fund to ease access to credit for SME's, either existing or new or recently established that are located or at least have an operating unit within the regional territory, including the concession of guaranties on short-term financing to support initiatives within the regional territory.

The creation of this guaranty fund is part of the ROP ERDF, Regional

Competitiveness and Employment – Friuli-Venezia Giulia, resources established under the title Axis 1, "Innovation, research, transfer of technology and entrepreneurship", activity 1.2.a, "Creating incentives for the competitive development of SME's" intervention guideline c), and co-financed by the ERDF. "Competitiveness and Development FVG" is a temporary grouping of companies that combine the

territorial Trusts for the management of the guaranty fund. In this delicate moment it has been decided therefore to reinforce all those instruments available to support our economic structure: from the acquisition of external strategic consulting services regarding industrial research and experimental development, from product innovation to the mechanisms of technological transfer.



# Collaboration between Europe Direct of Trieste and ROP ERDF 2007 – 2013 of the FVG Region

The December Launch of the “Communicate Structural Funds” Award



Last September 28, 29 and 30 the meeting of the inter-network Europe Direct working group “Communicating Structural Funds and Direct Management Funding” was held. An award regarding communication for specialists in the field was launched and will be published in December 2011. The meeting, organised by the Representation of the European Commission in Rome, by the Europe Direct antenna section in Trieste in collaboration with the Management Authority of the POR FESR 2007 - 2013, Objective regional competitiveness and employment, treated in detail the theme of European Communication and cooperation between the Europe Direct Antenna sections present on the territory and the Management Authorities of the structural funds. The meeting marked a first formal collaboration activity between the Europe Direct Antenna section of Trieste and the ROP ERDF 2007 – 2013 to communicate the possibilities offered by the European Union on one hand and the structural funds (the ROP ERDF 2007 – 2013 in particular)

on the other, widely spread in a capillary fashion throughout the regional territory. The meeting saw the participation of representatives of the Friuli-Venezia Giulia Autonomous Region, of the Italian Delegation of the European Commission, of the European Policy Department of the Presidency of the Council, of the Ministry of Economic Development and the Ministry of Labour and Social Policies. During the morning of 29 September – moderated by Enzo Cattaruzzi, Communications Manager of the ROP ERDF 2007-2013 – themes related to institutional communication, to information on structural funds and European citizens were developed. Francesco Forte spoke as Management Authority of the ROP ERDF 2007-2013, and highlighted the importance of communication - in this crisis period – to reach all the potential beneficiaries of the opportunities offered by the European Union to get beyond this moment of socio-economic instability. The continuation of these meetings was hoped for as moments of comparison and growth for those operators of

gation of the European Commission, Laura Cavallo of the European Policy Department of the Presidency of the Council of Ministries, Pietro Orazio Ferlito of the Ministry of Labour and Social Policies, spoke: good communication practises at various levels were illustrated.

Europe Direct presented the examples of the antenna sections of Sardinia and the Marche, repeating the importance of cooperation between subjects involved on the territory. Felice Carta, Manager of the ROP ESF of Friuli Venezia Giulia, illustrated the communication activities envisioned by the European Social Fund. In the afternoon the regulation proposal of the national award “Communicating Structural Funds” was discussed, presented by the communication area of the ROP ERDF 2007 – 2013 of Friuli Venezia Giulia. The Managers of the communication plans of the Italian ROP ERDF may participate by sending their best Communication activity to the jury. This will be a platform for comparison of information and communication with respect to the designated guidelines of the European Union.

the sector. “Rendering Community resources more accessible to citizens and companies - that is the fundamental task the European Union imposes on the structures that manage the Funds”. Forte then continued making it clear that “this means getting citizens to comprehend a series of laws and regulations that might seem incomprehensible to many if not through a simpler language.” Later, Emilio Dalmonte of the Italian Dele-



# “SCHOOL OF ADMINISTRATION AND MANAGEMENT OF EUROPEAN PROJECTS”

Synergy between regional administration, business consultants and bookkeeping experts with the Italian Guardia di Finanza



Competition and employment may also be developed through a strategy of increasing know-how: the “School of Administration and Management of European Projects”. This is a project organised by the Community Funds Management Service of the Central Administration for Culture, Sport, Community and International Relations of the Friuli-Venezia Giulia Region and approved by the mission office of the Italian Presidency of the Council of Ministers PORE – Project Opportunity of the Regions in Europe – as support for carefully-selected study of the themes concerning Community projects and planning. The initiative was developed also through collaboration with the Order of Business Consultants and Bookkeeping Experts of Udine and the regional Guardia di Finanza (Inland Revenue Service). The school, intended as a study course, is organised as a continuation of the third edition of the initiative known as the “Friuli Venezia Giulia Pro-

getta!2”. Friuli Venezia Giulia Progetta!2 sought to reinforce the ability of public and private actors in the Friuli-Venezia Giulia Region to develop European Community projects. The “School of Administration and Management of European Projects” has the principal objective of studying specific topics linked to the management of European projects based upon the evolution of the European and national regulatory framework. The organisation of the course permits the updating of administrative activities to put in place during the development and finalisation of projects, relations with companies and a later, correct approach to monitoring methods. Attention is focused particularly on the critical phases that projects normally face during their preparation and bookkeeping. Specifically, the didactic sections address four themes: Euro-planning techniques and project budgeting, Regulatory sources, Monitoring systems and avenues and Successful experiences with

important cases. As regards the ROP ERDF 2007 – 2013, Objective regional competitiveness and employment – the management and control system of the ROP ERDF will be treated as well as the monitoring of management flows related to subsidies. The thirty participants in the course are employees of the Regional government, business consultants and bookkeeping ex-

perts as well as staff from the Italian Inland Revenue Service. The trainers belong to the same categories indicated above and have specific scientific and practical skills related to the envisioned study sections. The course began on 17 November and will continue with three lessons until 29 November for a total of 16 hours.





# WHEN FEW PEOPLE KNEW ABOUT THE “SPREAD”

A short history of the last three years



In this issue of “FVG Objective Europe”, we wanted to offer a short chronology of the principal events that led to the current situation in Europe (the data has been obtained from articles published on the sites of the newspaper “IlSole24Ore” and that of the European Commission).

The first worries about the state of European finances began with the problems of Iceland. When global credit diminished toward the end of 2008 due to the collapse of the Lehman Brothers investment bank, the banks of Iceland found themselves with debts that were six times larger than the gross domestic product of the country. A few months after the IMF loan, George Papandreou became Prime Minister of Greece and admitted to finding himself at the head of a country in serious economic difficulty: the finances were much worse than what the Greek authorities had led the world to believe until then. The ratio between the public deficit and GDP in 2009 was equal to 13%, well beyond the 3% limit im-

posed by Maastricht parameters. Papandreou promised to do what was possible to put Greece's accounts in order, but the great uncertainty regarding Greek accounts led to the mistrust on the markets and a progressive crisis of confidence in the euro. At the end of 2009, the value of the single currency had fallen by 7%.

In May of 2010 the European Central Bank, whose principal objective was to battle the inflation of the euro, began a series of extraordinary monetary initiatives such as the purchase of sovereign bonds and the emission of liquidity. Spain later decided to adopt new measure to reduce its expenses with cuts in various sectors.

Ireland held out until November of 2010 but, having seen the impossibility of saving all its own banks, decided to ask the European Union for a plan of financial assistance. Europe gave its approval, but imposing very severe conditions: austerity measures and precise guarantees on the solvency of the banks.

Toward the end of 2010 even France decided to in-

tervene to put its accounts in order with significant cuts to expenditures, a choice that was hotly contested in the country. The proposal of President Nicolas Sarkozy to change the retirement age from 60 to 62 provoked strikes and demonstrations for weeks, but in the end the law was approved in November.

In April 2011 even Portugal requested a bailout by the European Union. That measure was inevitable and led to a period of political instability and early elections.

In recent months the atten-

tion of international rating agencies has concentrated on Italy and on its accounts. The government has therefore issued a budget with numerous cuts, approved by parliament and in this period further adjusted on the basis of recommendations that have arrived from the European Commission



# TERRITORIAL INFORMATION OFFICES

The ROP – ERDF 2007 – 2013, ever close to companies and citizens

The territorial information offices of the ROP ERDF 2007 – 2013 for the Friuli Venezia Giulia Region are active: Tolmezzo, Udine, Pordenone, Trieste and Gorizia to inform companies and citizens regarding the opportunities offered by the ROP ERDF 2007 – 2013. The initiative permits the public and therefore potential beneficiaries of funds, to contact the manager of the Reference Axis directly and meet him/her, by appointment, at one of the offices established on the regional territory within the indicated hours.

The company or citizen should ask for an appointment by e-mail: [infopor@regione.fvg.it](mailto:infopor@regione.fvg.it) indicating the Reference Axis and the object of the meeting. The meeting should be arranged in the office closest to the user.

Alternatively, it is possible to call **040 3775928** at the Central Administration for Culture, Sport, International and Community Relations, Community Funds Management Service at via Udine no. 9 in Trieste.

The offices for Gorizia, Pordenone, Tolmezzo and Trieste will be hosted inside the local URP's, whilst, for Udine, the service will be organised at the city's Regional Offices at the fifth floor of no. 31 via Sabbadini. These offices are where Axis managers may be met by appointment.

## ORARIO SPORTELLI PER APPUNTAMENTO

GIORNATE	9.30 - 12.30	15.00 - 16.30	SEDE
LUNEDÌ	GORIZIA		URP via Roma, 9 - Palazzo della Regione 1° piano
MARTEDÌ	PORDENONE		URP via Oberdan, 18 -Piano terra
MERCOLEDÌ	TOLMEZZO	TOLMEZZO	URP via della Cooperativa, 4
GIOVEDÌ	TRIESTE		URP Piazza dell'Unità d'Italia 1 Ingresso via dell'Orologio, 1
VENERDÌ	UDINE		Palazzo della Regione, via Sabbadini, 31 - V piano

# ROP – ERDF 2007–2013 DICTIONARY

Second episode for the ROP ERDF dictionary: another three key words to understand subjects, activities and abbreviations with clarity and ease. We wish to continue with the general view undertaken in the last edition of the Newsletter to discover and clarify the terminology used by the European Regional Development Fund of Friuli-Venezia Giulia.

We also wish to remind readers of the glossary in the “Procedures Manual for Programme Management and Implementation” of May 2009, a product which may be consulted on-line at the following address:

<http://www.regione.fvg.it/rafvgrapportieuropeinternazionali/dettaglio.act?dir=/rafvgrcms/RAFVG/AT11/ARG20/FOGLIA36/>

## **BENEFICIARIES:**

Operators, agencies or companies, public or private, responsible for the start-up or the start-up of implementation of operations; in the context of the assistance system from Article 87 of the treaty, beneficiaries are those public or private companies that effect a single operation and receive public assistance.

## **UPC:**

Unique Project Code: The UPC is a label that characterises in a biunique manner every public investment project; a sort of “tax number” for the project. This is made up of an alphanumeric string of 15 characters that accompanies each public investment project beginning with the formal phase of assignment of resources until its completion. This was created by a Deliberation of the Inter-ministerial Committee for Economic Planning (CIPE) 12/2000.

## **G.I.F.R.E.U.:**

(General Inspectorate for Financial Relations with the European Union) Office of the Ministry of the Economy and Finance – General Accounting Office of the State, responsible for the coordination of information flows toward the European Commission as well as the disbursement of state co-financing within the context of the ROP.



# OUR COMMUNICATION CONTINUES

ROP ERDF 2007-2013 Road Signs

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FRIULI VENEZIA GIULIA

22 NOVEMBRE 2011  
Auditorium della Regione a Udine in Via Sabbadini

**FONDO DI GARANZIA: UN PROGETTO PER LE PMI**

Per maggiori informazioni  
[www.regione.fvg.it](http://www.regione.fvg.it)

Road billboards are a very useful means to advertise one's own company, work or to promote a social campaign. This visual approach is what remains most impressed in our minds and it is therefore a good idea to use adequate means.

The principal characteristics that the billboard must have to best communicate the message are simple but attractive graphics, ease of understanding, quick readability, and originality.

Road signs are an effective mode of communication that companies, firms and public agencies use to establish contact with a large number of potential users or persons interested in a particular service. This method of communication follows the basic

principles of commercial marketing strategies, according to which the attention of the potential client must be attracted with effective advertising messages, both direct and capable of involving people's emotions.

The success or failure of a commercial proposal is strongly influenced by "how much" and "how" a company (or an agency) is able to get acquainted with its potential client base and conquer their preferences.

For this reason, advertising campaigns must be carefully planned for the purpose of being effective and with a sure impact.

This premise has the purpose of helping us to understand why the ROP ERDF 2007-2013 sought to engage in this new

activity. Publicity using newspapers, radio spots, dynamic advertising, QR codes (a bar code used to memorise information generally destined to be read using mobile phones or smartphones) and now billboards have the purpose of reaching almost the totality of the region's citizens using all the means possible to communicate the objectives of the European Regional Development Fund of Friuli-Venezia Giulia.

The message promoted by the billboards is the promotion of the annual event of the ROP ERDF 2007-2013 and a Guaranty Fund for the Small and Medium Businesses.

Together with publication in the main regional dailies of the news of the meeting, the billboards emphasise the

importance of the event to bring to the regional auditorium in Udine as many beneficiaries as possible.

The billboards have been erected in the principal entry and exit roads of the region's four provincial capitals and more precisely: in Viale Venezia and in Viale Palmanova in Udine, in Viale Miramare in Trieste, in Corso Italia in Gorizia and in Viale Grigoletti in Pordenone.



22 NOVEMBRE 2011

Auditorium della Regione a Udine in Via Sabbadini



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