Key factors having contributed to the launch of the initiative
At the beginning of 1997, the diocesan Caritas of Nocera-Sarno (representing the majority of solidarity associations), on the occasion of the launching of Agro-Nocerino-Sarnese territorial employment pact, proposed to some area municipalities to include in the Pact action plan a specific action for social-sector development. Indeed, the area is characterised by serious social problems due to imbalances in economical and social structures. This affects the towns organisation, with heavy consequences on their viability and widespread phenomena of young and female long-lasting unemployment, underemployment, social and economic uneasiness. The diocesan Caritas proposed to draft an agreement protocol with the Province of Salerno for the implementation of actions within the social sector. On 21 February 1997, the agreement protocol was signed by diocesan Caritas, the Bishop of Salerno Province, the Local Health Authority and all the Pact municipalities.
(NB The awareness of the Diocese about networks systems stems from a European project for the improvement of the elderly quality of life, jointly carried out by Spanish Caritas and Italian Caritas in the period 1995-1996).
In April 1997, during the Pact Action Plan development, a supplementary social protocol was signed. This became an attachment to the approved Action Plan, then sub-programme of Multi-regional Operational Plan – Local Development “Territorial Employment Pacts”. This protocol, that reaffirmed and strengthened the original one, not only contained a reference to a progressive implementation of the rights envisaged by the European Social Charter, but also identified the specific actions for the implementation in the area of ad-hoc social, safety and health initiatives. The actions were to be carried out by all the signatory subjects, each one within its competence, precisely through the supplementary protocol for the social sector. Finally, all the subjects expressed the will to promote a social-quality development path through the development of an “Area Social Plan”.
On 6 March 1998, after the Pact Action Plan was approved by the European Commission, the signatory subjects of the original protocol, developed and signed a new operational agreement protocol for the implementation of the Area Social Plan (social development plan)
**Project's description**

The Social Development Plan is a tool for social policies territorial planning. It was developed two years before the National Framework Law on social services reform was approved by the Italian Parliament on 13.11.2000.

The Plan was developed in 7 months by a working group made up of the Pact Townships Aldermen for social policies, the Provincial Council Alderman for social policies, a delegate of the Local Health Authority General Manager, the officials in charge of social and health services and a representative of the diocesan Caritas. The Plan/project establishes and analyses any possible integration, synergy and co-ordination among the three basic components, two “software” and one “hardware”: social component, health and welfare component, the infrastructures related to health and support services.

The project includes: a territory analysis and the subsequent establishment of area integration paths for area and sub-area (5 areas: disabled, mentally disabled, elderly, adolescents, addicted); the training approaches necessary for services qualification and integration (training of trainers and training of operators/assistants); the Internet loading of each component for information, knowledge and access to the social development plan; the development of common rules.

In order to turn the project operational, an Office for the Plan was established. It is a technical body with functions of “operational arm” of the Co-ordination Office for social policies and with accompanying functions for the whole project implementation.

The “social development plan” project was approved by the Conference of Mayors of the Pact and, on 2 June 1999, it was signed together with a plan agreement. On 9 August 1999, the agreement was published on the Official Bulletin of the Region Campania (a plan agreement is a kind of negotiated planning envisaged by Art. 27 of Law 142/90). In the meantime a measure envisaged and funded within the Pact Action Plan and included in the social development plan was adopted: the establishment of 11 “district centres” (then increased to 13) for families and disabled.

From the final adoption of the social development plan in June 1999, any service and infrastructure activities concerning socio-health support, social support, including the establishment of new social co-operatives, must be approved by the plan co-ordination structure.

The Co-ordination Office for social policies, through the Office for the Plan, has already implemented many envisaged actions: study services have been improved and/or organised from the beginning, the training of operators of services and tertiary-sector that work in agreement with the agencies is under way, monitoring and evaluation activities, periodical information actions, set-up of a single territorial informatics system for the social and welfare sectors (software packets and Internet loading), the documentation centre is almost finished.
Objectives and target groups
The two most important objectives are: to upgrade the existing services within an integrated and scale economy system; to identify the lacking structures and services and to plan their implementation.

The project target groups are first of all those included in the social uneasiness sectors (disabled, mentally disabled, elderly, adolescents, addicted, poor); however, the whole society will actually benefit from this action of in-depth and substantial re-planning of the area social policies.

Partners: names, type, roles / competencies and contributions
The project promoting Committee is called “Co-ordination committee for social policies”. It was established in February 1997 and is made up of Pact Townships Aldermen for social policies, the Provincial Council Alderman for social policies, a delegate of the Local Health Authority General Manger and a representative of the diocesan Caritas. The Committee has organisational and proposal tasks.

The Conference of Mayors is the decision-making body that, with the President of Salerno Province and the Health Local Authority General Manager, has the legal power to take decisions.

Project's piloting structure
The project technical piloting has been tasked to the Office for the Plan made up of full-time and part-time experts: an administration expert, a monitoring and evaluation expert, a research expert, an expert of social policies who has also co-ordination functions, a public relations expert. They are supported by advisors and researchers in carrying out information activities, actions monitoring and evaluation, research activities and training of trainers, technical counselling to the Co-ordination Office for social policies.

WHAT HAS BEEN ACHIEVED?

Innovation
The project was planned two years before the National Framework Law 328 on social services reform, approved on 13 November by the Italian Parliament. In particular with regard to the Agro-Nocerino-Sarnese territory, the project of social development plan was an absolute innovation, readily accepted by public and private actors. Like all the innovations, it has initially faced some bureaucratic obstacles: since, at that time, a law envisaging this kind of initiatives was lacking, some doubts arose about the probability to carry out the project. The perplexity was overcome quite soon, considering that in May 2001 the Campania Regional Government adopted the guidelines for the implementation of the “area plans” envisaged by the Italian Law.

Law 328 of 8 November 2000 specifically envisages the planning and organisation of an integrated system for social actions and services (through the area plans). This system, among the others, has the purpose of acknowledging and supporting the role of social
non-profit organisations, co-operation organisations, social promotion associations and agencies, foundations and charitable institutions, volunteering associations, legally recognised religious bodies with which the State has entered into agreements, pacts or understandings and that work in the social field with planning, organisation and management of the integrated system for social actions and services.

Art. 5 of the same Law, states: “The services management and supply are carried out by public institutions and, as subjects active in the co-ordinated planning and implementation of the actions, by social non-profit organisations, co-operation organisations, social promotion associations and agencies, foundations and charitable institutions and other private subjects. The integrated system of social actions and services, among the others, has the purpose of promoting social solidarity, with the enhancement of personal and family initiatives, of self-help and mutually shared organised solidarity.

Results realised and expected
From 1997 to date, through this project, an in-depth rethinking as well as a reorganisation of social policies have taken place. The creation of new and qualified social co-operatives (7 new co-operatives) has been promoted and a tertiary-sector forum established.

WHAT IS THE COST?

Initial investment (material, immaterial) and financing source:
For the project “social development plan” implementation, the Pact has allocated 373,915 Euros necessary for the Office for the Plan first two operating years. As far as the “Co-ordination Office for social policies” is concerned, the subjects involved belong to organisations/institutions and do not directly affect the budget since the operating costs are borne by the organisations/institutions participating in the project or because their work is carried out on a voluntary basis.

Additional information concerning the financial mechanisms, and any eventual further financial evolution:
The plan envisages structures and services: the structures will be funded within the framework of the Regional Operational Plan (ROP) of the Campania Region (action sector 5 and action sector 3).

The funds for training and for the services of technical assistance to support and strengthen the private social co-operatives, will be drawn from the ESF/ROP Campania, Townships budgets, Health Local Authority budget, Provincial Government budget and from the national social fund for social services reform, established in November 2000 by Law 328.
Demographic, social, economic, political and cultural characteristics

Territorial surface: 161 km²
Eligible to the Structural Funds objective/s: Objective 1
Total population: 251,084
Active population: 72,361
Unemployment rate: 55%

Employment distribution by sector:
- agriculture, fishery, forestry: 14.44%
- industry: 32.37%
- tertiary: 53.16%

Other characteristics:
High incidence of unstable and temporary employment

Conditions

Technical conditions:
An in-depth study about the need of regulating the social and welfare sectors is at the basis of the possible transfer. As a second step, any single element of the study should be analysed individually as well as in its interrelation with the territorial needs, the existing services and infrastructures, the future services and infrastructures. The basic element is a firm and lasting partnership. Some technical/political steps (the protocols) that identify the responsible subjects and foster their joint work and co-operation are of fundamental importance.

Political and legal conditions:
A driving body, a good network experience and in any case the will to “create a network” around the social sector seen as a variable for economic development and for a greater value of social-relational-cultural wealth.

Transfer procedures and costs

Estimated transfer costs and procedures (in EURO):
4-5 experts/advisors for the different project steps: co-ordination, building of the approval, starting of the study/research, study reading and putting into effect, support to promoters in the initiative launching step.