



POLIRURAL

Apulia  
Italy



# Apulia

## Italy

### Introduction

The region of Apulia is located in the Southern Italy bordering with Molise from northwest, with Campania and Basilicata from west, and with the Adriatic and Ionian seas from the east and southeast respectively.

The capital is Bari. The region comprises 5 provinces (+1 metropolitan city), 257 municipalities, and with the total population of 4 029 053 habitants<sup>1</sup>. Besides, resident foreigners are 138 811<sup>2</sup>. With 6.68% of the country's population, Apulia is the 8<sup>th</sup> biggest region among 21 Italian regions (considering the autonomous provinces of Trento and Bolzano instead of Trentino Alto Adige) after Lombardy (10 060 574), Lazio (5 879 082), Campania (5 801 692), Sicily (4 999 891), Veneto (4 905 854), Emilia-Romagna (4 459 477), and Piedmont (4 356 406).

PROVINCE		MUNICIPALITY	POPULATION	FOREIGNERS
Metropolitan city of Bari	BA	41	1 251 994	43 058
Province of Barletta-Andria-Trani	BT	10	390 011	11 191
Province of Brindisi	BR	20	392 975	11 761
Province of Foggia	FG	61	622 183	31 709
Province of Lecce	LE	96	795 134	26 646
Province of Taranto	TA	29	576 756	14 446
<b>TOTAL Apulia</b>		<b>257</b>	<b>4.029.053</b>	<b>138 811</b>

Table 1. The population of Apulia region

Apulia region covers 19 541 square kilometers<sup>3</sup>, that is 6.47% of the country. By the area, it is the 7<sup>th</sup> largest region of Italy after Sicily (25 833), Piedmont (25 387), Sardinia (24 099), Lombardy (23 863), Tuscany (22 987), and Emilia-Romagna (22 445).



PROVINCE		AREA (km2)
Metropolitan city of Bari	BA	3 862.73
Province of Barletta-Andria-Trani	BT	1 542.93
Province of Brindisi	BR	1 861.33
Province of Foggia	FG	7 007.33
Province of Lecce	LE	2 798.87
Province of Taranto	TA	2 467.33
<b>TOTAL Apulia</b>		<b>19 540.52</b>

Table 2. Territorial features of Apulia region

The climate is typically Mediterranean. The region is characterized by hot, dry and sunny summers and mild, rainy winters; snowfall is rare. Apulia is among the hottest and driest regions of Italy in summer with temperatures reaching up to and above 40 °C in Lecce and Foggia. As for the winter, it can reach -2°C/-3°C. As for economy of the region, Apulia is the one among southern regions that has recorded the best trend in recent years. According to ISTAT data, GDP growth rate of Apulia is +1.8%, while Italy as a whole shows +1.5% of growth and its southern part +0.7%.

The GDP at market prices per inhabitant shows a growth rate of + 3.9% in Apulia region, while on the national level it is + 3.0%, and + 2.6% in Southern part of Italy.

<sup>1</sup> Data ISTAT, Resident population on 1st January (<http://dati.istat.it/Index.aspx?QueryId=18460&lang=en#>) last view 21.11.2019

<sup>2</sup> Data ISTAT, Resident foreigners on 1st January (<http://dati.istat.it/Index.aspx?QueryId=18460&lang=en#>) last view 21.11.2019

<sup>3</sup> Data ISTAT, Territorial Features, total area (<http://dati.istat.it/Index.aspx?QueryId=18460&lang=en#>) last view 21.11.2019

Apulia has succeeded in combining its traditions with history and productive vocations with innovation and technology. Indeed, it has achieved good level of specialization in numerous industrial sectors. Different policies with the aim of developing innovation processes together with a vast availability of investment incentives have encouraged the local production system including the aerospace, automotive, chemical and ICT sectors. 96.8% of Apulian companies use the computer in their activities and 89.7% of the companies are connected with internet<sup>4</sup>.

## 10 YEARS ANALYSIS OF LOCAL JURIDICAL-ECONOMIC UNITS AND EMPLOYEES

(2001-2011 YEARS)

The companies, public institutions and non-profit institutions that operate in Apulia in total are through 290,487 local units, which give rise to 972,899 jobs (independent employees and employees). The local units pertaining to the business system are 267,986 (94.3% of the total), 17,275 those of non-profit institutions (5.9%) and 5,226 units of public institutions (1.8%). Employees distribution in these entities are as follows: 79,3% in business sector, 2,9% in non-profit institutions, and 17,8% in the units of public institutions (chart 1).



Chart 1. The local Juridical-economic units and employees in there (value in percent)

So, in total, the companies operating in Apulia region, are 267 986 that generate 771 425 workplaces. That is 11.2% of increase in companies and 8,2% of increase in employees. Increasing rate of employees in Apulia is almost double of the state level (in Italy as a whole 4,5%). There is no such a big difference but the variation is higher in the companies as well in Apulia region (11,2%) rather than in Italy in general (8,5%).

Contrary, there is a little decrease in public units in Apulia region (2,4% corresponding to 129 units) while in Italy there is 3,3% decrease corresponding to 3 250 units. Employees in this sector demonstrate higher decrease: 14,2 in Apulia (28 642 in numbers) and 11,4% in Italy (367 072 in numbers).

On 31 December 2011, the local units of non-profit institutions operating in Apulia were 17,275 (29.7% more than in 2001). The percentage increase is lower than the national average (+ 37.2%). The non-profit institutions operate thanks to the contribution of 184,301 volunteers (3.9% of the volunteers present in Italian non-profit institutions), 28.489 employees (4.2% of the total), 12.426 external workers (4.6% of the total), 268 temporary workers (4.8% of the total). Compared to 2001, the number of employees and volunteers per local unit shows the growth: +4.9 and +6.7% respectively, compared to the corresponding values of about 40% in Italy.

<sup>4</sup> Data ISTAT, ICTs in the companies ([http://dati.istat.it/Index.aspx?DataSetCode=DCSP\\_ICT#](http://dati.istat.it/Index.aspx?DataSetCode=DCSP_ICT#)) last view 21.11.2019

The region also has a highly qualified and specialized human capital with over 103,000 university students and almost 15,000 new graduates a year<sup>2</sup>. The unemployment rate has a steady decreasing trend over the last 5 years, as it is shown on the chart 2.

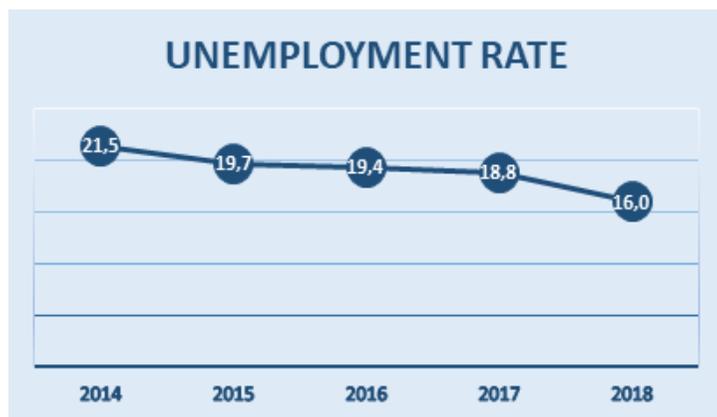


Chart 1. The local Juridical-economic units and employees in there (value in percent)

In recent years, Apulia has experienced an accelerated development of tourism including agritourism. In 2018, 157 new agritouristic farms were established in the region<sup>6</sup>.

PROVINCE	AGRITOURISTIC FARMS			
		ACTIVE	NEW	CLOSED
Metropolitan city of Bari	BA	164	31	10
Province of Barletta-Andria-Trani	BT	28	8	0
Province of Brindisi	BR	108	19	5
Province of Foggia	FG	132	23	5
Province of Lecce	LE	360	58	11
Province of Taranto	TA	84	18	3
<b>TOTAL Apulia</b>		<b>856</b>	<b>157</b>	<b>34</b>

Table 3. Dynamic agritouristic farms authorized

<sup>5</sup> Data ISTAT, Education and trainings, Graduates (<http://dati.istat.it/Index.aspx?QueryId=18460&lang=en#>) last view 21.11.2019

Apulia was named among the top 20 Best Value Travel Regions in the World by National Geographic<sup>7</sup>. With 2 880 000 tourists in 2018, it is the first region by the number of tourists staying for 4 and more nights for holiday. By the number of tourists for business trips, it drops to 9<sup>th</sup> place after Lombardy (1 338 000), Lazio (938 000), Veneto (712 000), Tuscany (657 000), Emilia-Romagna (541 000), Piedmont (414 000), Campania (360 000), Sicily (301 000).

From an urbanistic point of view, Apulia is characterized, compared to the rest of Italy, by the presence of a reduced number of municipalities, of medium-large demographic and territorial dimensions, except in Salento. The Apulian municipalities maintained their medieval structure unaltered until the nineteenth century when the villages, still enclosed within their walls and towers, began to expand.

This situation occurred for two reasons: the needs of defense of the cities were less and at the same time there was an increase in population that could not be contained in the ancient villages. In modern times, the region saw its cities transformed with some examples of the liberty period, and the construction of numerous public structures during the fascist period.

The kitchen of Apulia region is rich with the seasonal vegetables including turnip, green cabbage, cardoon, peppers, aubergines, artichokes; with all the legumes, like beans, lentils, cicerchie, Carpino beans, red Onion of Acquaviva delle Fonti and all the products of the sea, in particular the Adriatic and the Gulf of Taranto. These last ones have a particular characteristic that distinguishes them, in consequence of the particular water that is found in the Mar Piccolo, and from the springs of fresh water (called citri) that are discharged in the sea, and that serve to cushion the brackish water. Moreover, even if there are commonishes, the recipes vary from province to province, and sometimes, from city to city.

The most typical dish is "orecchiette with meat sauce" made with homemade pasta. Its recipe is now widespread in all cookbooks, but the "orecchiette with turnip tops", the "chicory with broad bean puree" are no less known.

<sup>6</sup> Data ISTAT, Dynamic agritouristic farms authorized in Apulia (<http://dati.istat.it/Index.aspx?QueryId=18460&lang=en#>) last view 21.11.2019

<sup>7</sup> 15 motivi che spiegano perché la Puglia è davvero la regione più bella del mondo last view 21.11.2019

The "cavatelli with mussels", "risotto with seafood", "grilled octopus" or baked Bari-style rice also called rice, potatoes and mussels, are linked to the link the Mediterranean territory. Among the typical dishes of Salento there are the "municeddhi", the roulades with lamb entrails (variously named and present also in the Foggia area with the name of "torcinelli"), the "ciceri e tria" and the "pezzetti di cavallo" with the sauce.

As for the meat, the famous one is the Valle d'Itria, in particular of the centers of Martina Franca (with the only example of norcineria pugliese), where the typical Capocollo, Cisternino and Crispiano are produced, and a type of sausage called "zampina" as well, typical of Sammichele di Bari, while the Faeto ham is exclusive to the Dauni mountains.

#### **Apulian PDO (protected designation of origin) products include:**

- The Gargano orange, the femminiello lemon from Gargano and clementines from the Gulf of Taranto;
- La Bella della Daunia (also called Bella di Cerignola);
- Olive oil in the denominations of Dauno, Terra di Bari, Collina di Brindisi, Terre Tarentine and Terra d'Otranto;
- The bread of Altamura;
- The Caciocavallo silano and the Canestrato pugliese;
- There are also many Apulian DOC (denomination of origin controlled), DOCG (denomination of origin controlled and guaranteed), IGT (typical geographical indication) wines.

### **Overall ambition**

#### **(Vision statement)**

The pilot will use the results of the project to increase the attractiveness of the region by identifying policies and actions favorable to the development of existing farms and by encouraging the creation of new farms in rural areas. The action on the production system will concern the promotion of the introduction of new products and services related to the circular and digital economy that encourage new employment especially for the younger population groups.

#### **Expected outputs which are directly targeted to Apulia Pilot Region:**

- Grassroot needs & factors of rural attractiveness;
- Regional library for policy evaluation;
- Needs policy canvas;
- System Dynamics Model applied to Apulia region;
- Text mining solution applied to Apulia region;
- Innovation Hub applied to Apulia region;
- Regional recommendations;
- Regional action plan;
- Exploitation plan.

#### **Expected impact on Apulia Pilot Region (qualitative):**

- The stakeholders at the region widen and deepen their understanding and knowledge of rural attractiveness and its factors in Apulia region;
- The policy makers of the Apulia region get new tools to adopt data-driven decision making process;
- The cross-border cooperation, clustering and regional stakeholder cooperation generate ideas for new business opportunities and ideas in Apulia region;
- Strengthen the positive brand of Apulia region;
- PoliRural improves Apulia region inhabitants' well-being;
- PoliRural increases the attractiveness of Apulia region;
- New business models based on the circular and digital economy.