

The generational renewal dynamics in the rural households of Campania Region

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**GPW 6 - Assessment of generational renewal in the context of
CAP Strategic Plans
14 - 15 March 2024 - Zagreb, Croatia**

The generational renewal dynamics in rural households – Campania Region

► Content of presentation

❖ *The logical framework of the generational renewal evaluation: the experience in Campania Region*

- *Limitations and strengths of the structuring and observation phases*
- *Results of the evaluation process*
- *Main evaluative conclusions*
- *Dissemination phase and MA's follow up*
- *Final remarks: lessons learned from practice*



EVALUATION FRAMEWORK

► Objectives and stages of the evaluation process

Objectives of the Evaluation:

1. Analyzing the generational renewal dynamics in rural households (MS 6.1.1 and 4.1.2)
2. Describing and explaining the results achieved in terms of improved organizational, economic, and social performance thanks to integrated projects
3. Understanding the impact of the first wave of COVID-19 on production and sales



1. Structuring: organization and planning of evaluative activities, with special attention to the construction of survey techniques. This phase is carried out in close cooperation with the client.



2. Observing: information and data retrieval from primary (e.g., from beneficiaries) and secondary (e.g., monitoring data) sources.



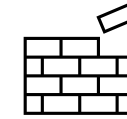
3. Analysing: stage aimed at analysing the results of the observation activity and formulating answers to the evaluation questions.



4. Judgment: making judgments on the results achieved by the Program with respect to the objectives of the evaluation questions.



5. Dissemination: set of activities aimed at disseminating information about evaluation results so as to maximize the spread of knowledge about a given topic.



STRUCTURING AND OBSERVATION PHASE

► The choice of a mix methods and techniques (1/3)

Methods and techniques

Desk analysis based on:
regional/national monitoring systems/databases; scientific literature; official and unofficial statistical sources.



Reconstruct **contextual data** on agriculture in Campania (source ISTAT, FADN).

RDP **monitoring data** provided by the Campania Region (AGEA + SISMAR) in order to: **verify implementation status**, number of beneficiaries, main characteristics of funded integrated projects (6.1.1 + 4.1.2); **building the factual and counterfactual sample.**

Spatial Processing and Cartographic Analysis.

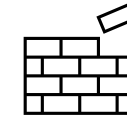


The general method of data processing and analysis is based on the integration ("cross-referencing") in a GIS (Geographic Information System) environment of information about the location of the farm at the municipal level - and the amount of financial resources received available in the AGEA and SISMAR Databases.



September - October 2020





STRUCTURING AND OBSERVATION PHASE

► The choice of a mix methods and techniques (2/3)

Methods and techniques

Structured questionnaire survey carried out by CATI/CAWI method



The sample survey is aimed at collecting initial outcomes of interventions implemented through measures contributing to the generational renewal.

The in-depth interviews (42 total), conducted by telephone starting in November 2020, were based on a semi-structured questionnaire shared in advance with the beneficiaries.

Counterfactual analysis



Aim: to investigate 1) whether and how physical on-farm investments had been made without RDP support; 2) economic results obtained by financed projects

Case studies



The case studies were identified using selection criteria similar to the "best practices" method. Entrepreneurial strategies put in place through the tools promoted by the Campania RDP were also explored.

Focus groups

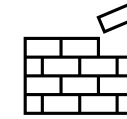


Implementation of Focus Group with 2 university researchers in the field, 1 trade association representative (head of the youth sector) and 1 newly settled youth also identified as a case study.



November - December 2020





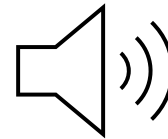
STRUCTURING AND OBSERVATION PHASE

► The choice of a mix methods and techniques (3/3)

Benefits

Applying a **mix of methods** allows to:

- **Complements and enriches** the power of the various analyses.
- **Maximize listening to key stakeholders** by reconstructing a more detailed picture of interventions.
- **Foster multi actor participation.**



Limits

The **COVID 19 pandemic** and related restrictions have not made it possible to conduct **face-to-face interviews** and **in-person dissemination events**.

However, thanks to the web links and the helpfulness of stakeholders, the various activities were completed.





ANALYSIS PHASE (1/3)

► Closed projects and women's participation in the call and direct surveys

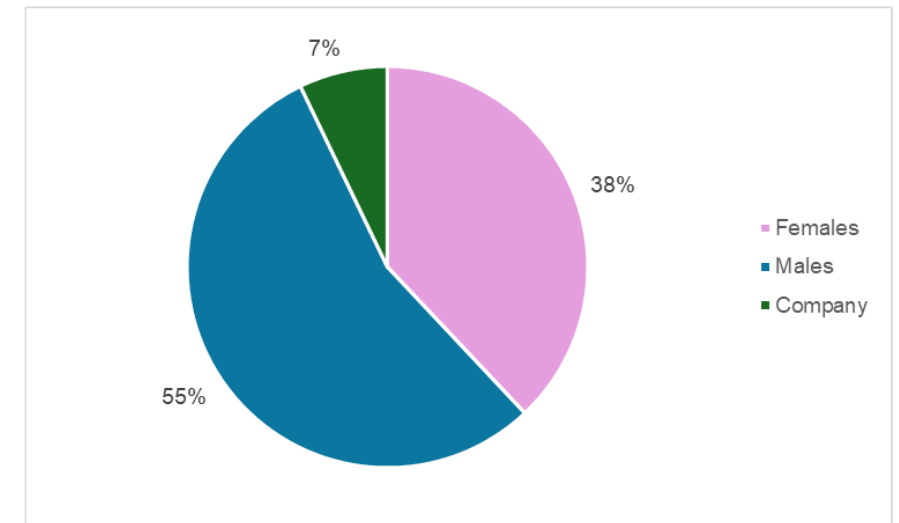
Closed integrated projects detail 4.1.2 + 6.1.1 (31/12/2019)

Type of intervention	Closed applications	Committed resources (a)			Payments (b)	
		€	€	% (b/a)	€	% (b/a)
4.1.2		26.100.000,00	24.123.002,50	92,4		
<i>of which 6.1.1</i>		11.250.000,00	5.520.000,00	49		
Total	299	37.350.000,00	29.643.002,50	79,4		

Type of participants in interviews

Interviews	Women	Men	Company	Total	% Women
<i>Factual group</i>	10	15	5	30	33,3
<i>Counterfactual group</i>	3	7	2	12	25
Total	13	22	7	42	31

Farm owners by gender



In Campania Females 39% and Males 61% (ISTAT Census 2020)



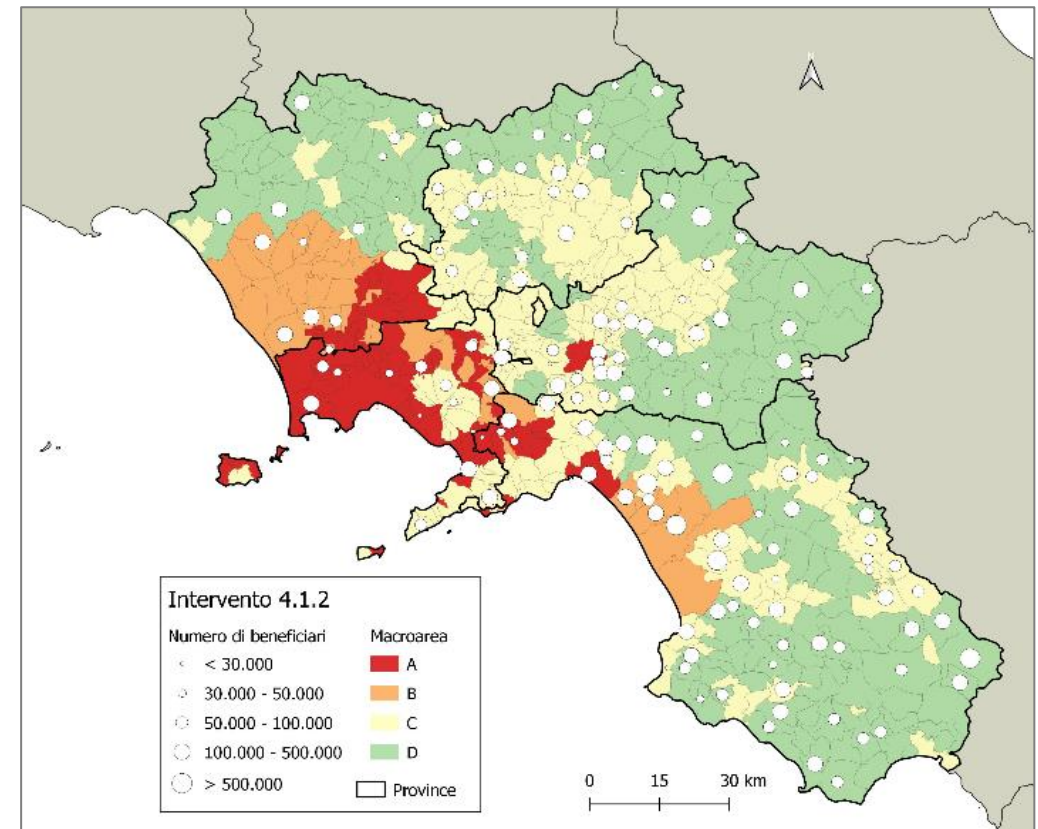
ANALYSIS PHASE (2/3)

► Main characteristics of beneficiary farms (factual sample)

% Beneficiary for Technical-Economic Orientation in rural areas

Technical-Economic Orientation	A. Urban Poles		B. Rural areas of intensive agriculture		C. Intermediate rural areas		D. Rural areas with overall development problems		Total	
	n.	%	n.	%	n.	%	n.	%	n.	%
Arable crops farms	1	9,1	17	48,6	16	15,5	26	17,3	60	20,1
Farms with arable crops, horticulture and combined permanent crops	1	9,1	6	17,1	29	28,2	33	22	69	23,1
Specialised fruit and vegetable companies	6	54,5	9	25,7	13	12,6	23	15,3	51	17,1
Farms specialising in nuts	2	18,2	1	2,9	17	16,5	29	19,3	49	16,4
Farms with wine, olive or various combinations of permanent crops					21	20,4	22	14,7	43	14,4
Breeding or mixed crops and livestock farms	1	9,1	2	5,7	7	6,8	17	11,3	27	9
Total	11	100	35	100	103	100	150	100	299	100
% Farms per macro-aea		3,7		11,7		34,4		50,2		100

Value of integrated investments by rural area



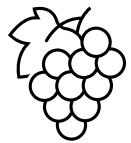


ANALYSIS PHASE (3/3)

► Case Study: Feudo Apiano Wine (Lapìo - AV)

Added value of the case study:

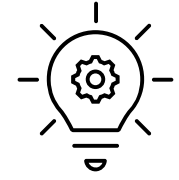
- Strong entrepreneurial and managerial spirit.
- Ability to combine the valorisation of local traditions (typical products) with market demands and innovation (marketing, continuous training, e-commerce, creation of purchasing groups, etc.).
- Organisation of themed events to attract tourism (enotourism).



Description of the company and the investment:

- Winery with 12 ha.
- PDO and PGI wines.
- Production and processing on the farm.
- Farm shop and tour-tasting.
- Introduced olive trees to diversify the production offer.

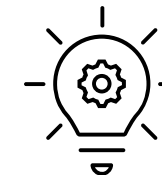




JUDGMENT PHASE (1/2)

► Main evaluative conclusions

Themes	Conclusions	Recommendations
Young farmer settlement and implementation of interventions	Success of the calls in terms of participation and consistency of the selected interventions.	<i>Overcome the main critical elements that arise and/or recur in the preparation, management and/or implementation phases of interventions.</i>
Countering the depopulation of territories	Respondents are 'fairly' or 'very' satisfied with the interventions implemented through the RDP.	
Access to credit	Many young people have been able to rely on businesses and financial support from families (difficulties in accessing credit as a widespread experience).	<i>Fostering synergy with strategies, tools and results obtained or achievable from different policies (SNAI, LEADER and other EIS funds).</i>
Access to land		
Training		



JUDGMENT PHASE (2/2)

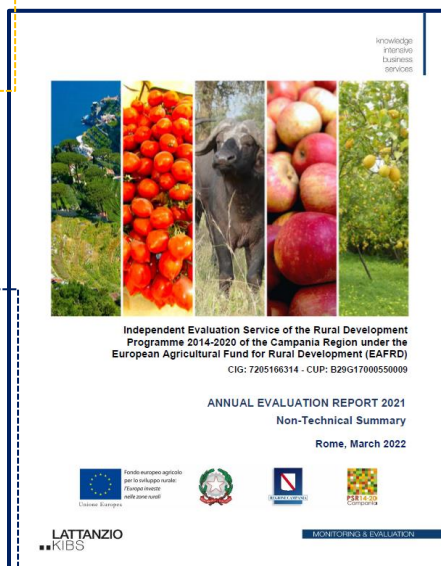
► Follow up

Generation renewal observation period: from 2019 and *potentially until the end of programming 2023 - 2027*

Focus on procedural aspects in the 2022 Annual Evaluation Report.



- Identifying and systematizing critical factors in implementation calls.
- Check for simplification solutions and adjustments to procedural and management tools.



Enhancement of the integrated approach in the new programming period.



The Regional Strategic Document 2023 - 2027 provides guidelines for the « Youth Package» implementation.

SRE01 - Young farmers settlement (4% of the budget) +

SRD01 - On farm capital investment (16% of the budget) +

SRD02 - Productive investments associated with environment, climate and animal welfare (3% of the budget)





DISSEMINATION PHASE

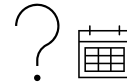
► The participatory events: the mid-term focus group and the final dissemination event

*Web-based focus group on
15/12/2020*

At an intermediate stage of the evaluation process, the focus group helps to select those strategic policy elements that will be useful in guiding the formulation of the evaluation judgement.

4 stakeholders: 2 university professors, a representative of trade associations, the beneficiary of the case study.

What and when



Purpose



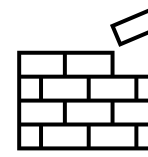
Participants



*Final web-based dissemination event on
18/03/2021*

Sharing and discussing the main outcomes of the evaluation survey focused on the economic performance achieved by youth interventions, overview of the effects of COVID-19 on the production and sales activities of farms led by newly settled farmers.

30 people: Measure Managers, Provincial Managers, Trade Associations, Universities, Research World, Beneficiaries, Regional Officials, National Rural Network.



FINAL REMARKS (1/2)

► Lessons learned from practice: stages of structuring and observation



For Evaluators

When choosing **survey methods**, reflect on **the applicability of a mix of methods**: this ensures the richness of information even in the face of fewer surveys conducted.

This choice also allows for more cognitive elements to be obtained for comparison and for the construction of a **more comprehensive picture of the policy under assessment**.

For the Managing Authorities

Define in the evaluation tender specifications a variety of methods and techniques that can be applied along with the number of analyses to be performed for the evaluation of a specific topic.

Establish an ongoing, participatory dialogue with the Independent Evaluator.

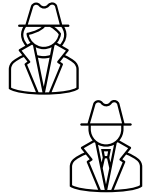
Build a regionalized/specific Monitoring System to collect additional information for evaluation needs.



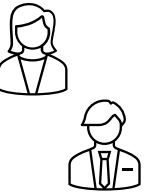


FINAL REMARKS (2/2)

► Lessons learned from practice: stages of analysis, judgment, and dissemination



For evaluators and Managing Authorities

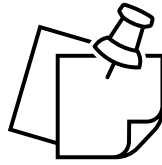


Repeating investigations over time and providing thematic insights for a specific topic allows to:

- conduct perspective analyses;
- validate conclusions from time to time (and make adjustments in the programme when needed);
- increase the amount of information that can be used;
- analyse the same issue from different points of view.

Encourage active participation in dissemination of evaluation results to raise awareness of the usefulness of this practice.

FURTHER INFORMATION



Thematic Report (2020)

Non - Technical Synthesis

- [RM Dynamics generational change summary_EN.pdf](#) (region.campania.it)

Report Dissemination event single-issue report

- [RM_event_first_settlement.pdf](#) (region.campania.it)

Annual Evaluation Report 2022

- [RVA_2022.pdf](#) (region.campania.it)

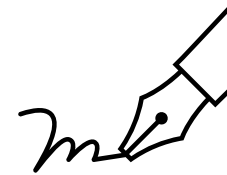
Rural Development Complement 2023- 2027

- [Rural Development Complement of the Campania Region 2023-2027](#)



Thank you

Virgilio Buscemi
buscemi@lattanziokibs.com



Paola Paris
paris@lattanziokibs.com

Silvia De Matthaeis
dematthaeis@lattanziokibs.com

Gianluca Asaro
asaro@lattanziokibs.com

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Milano

Via Cimarosa, 4 | 20144

+39 02 29061165

Roma

Via Aurelia, 547 | 00165

+39 06 58300195

Bari

C.so della Carboneria, 15 | 70123

+39 080 5277221