

## **CRDC - BENECON**

### **MISSION**

BENECON is one of ten Regional Centres of Expertise promoted by the Campania Region, for cultural heritage, ecology, the economics of productive recycling, eco-compatible reconversion and the design for the support of environmental systems of a cultural nature.

Through its network of "multicriteria@" expertise it has created a spin-off able to increase the region's capital by directly involving social players, finding out the condition of the existing heritage, defining the right strategies and building up secondary economic activities for the training and increase of jobs.

Its mission is to build a knowledge network capable of connecting the world of knowledge and the world of know-how through support and technology transfer to the region's stakeholders, combining ecology and economics for ecosustainable development of the natural and man-made environment.

The BENECON CRdC places renewed emphasis on the role of scientific research as the driving force of local development, offering as it does interesting opportunities for spin-offs through the participation of young researchers and the business world.

### **GOALS**

The goal of the BENECON CRdC is therefore to realise a knowledge chain capable of creating solid development founded on the capitalisation of local resources in a framework of protection and enhancement of the environment, countryside and cultural heritage, combining innovation with quality of life.

Briefly the CRdC's aims are:

- ◆ to combine ecology and economics for eco-sustainable development of both natural and man-made environments;
- ◆ to support scientific and technological innovation through "multicriteri@" analysis and diagnosis;
- ◆ to structure the Quality Manual founded on requirements that businesses – agricultural, productive or service – must satisfy in order to acquire the Green Business Quality Mark;
- ◆ to activate Green Businesses through support and technology transfer;
- ◆ to recover productivity and enhance the economic, cultural and social fabric;
- ◆ to promote economic growth and job creation for the conservation, optimising and marketing of the cultural and environmental heritage;
- ◆ to promote the cultural heritage for local development, including tourism;
- ◆ to encourage local participation in order to consolidate the man/environment relationship;
- ◆ to create a spin-off capable of identifying conditions, defining a strategy and building up secondary activities for training and increase in employment.

## ACTIVITIES

In a society characterised by the knowledge economy, the BENECON Regional Centre of Expertise is characterised as a “non-material factory” whose constituent parts – researchers, heavy equipment, laboratories and virtual networks connecting them – generate a process and the competitive development of local realities and stakeholders and the human capital present in the area, the regenerator of the area’s resources as raw materials of the productive cycle.

The overall structure of BENECON’s services is spread over the various areas where the CRdC operates:

- ◆ analysis and diagnosis of the area;
- ◆ analysis and diagnosis of individual objects;
- ◆ environmental improvements, restoration and maintenance of the countryside, archaeological, urban and building complex sites;
- ◆ analysis and diagnosis of the environment;
- ◆ evaluation of visual environmental impact;
- ◆ green businesses;
- ◆ planning and creation of eco-museum areas;
- ◆ training and communications.

50% of activities are in the field of research, while training and consultancy represent 20% respectively. Only 10% are dedicated to product development.

## STRUCTURE

The BENECON CRdC can draw on the services of 250 researchers from four Campania universities (Sun, Sannio University, Federico II and Salerno) and two research centres (Naples and Caserta Technology Park and Cue for the Cultural heritage at Ravello) with a stock of scientific equipment worth several million euros.

Its laboratories are:

- **Multicriteri@ analysis of architecture and the environment**  
A laboratory for multidimensional surveying of the material and non-material resources of the natural and man-made heritage for the management and enhancement of the area's capital resources.
- **Environmental control and prototyping**  
A laboratory for analysis and testing of processes for the control of physical and comfort parameters in adjoining spaces and outside them; realisation of experimental models and tests by means of prototypes.
- **Exploitation and enhancement of the environment**  
A laboratory for environmental improvement, recovery and maintenance of landscape, archaeological, urban and architectural situations. Evaluation of processes for the enhancement and control of environmental sustainability.
- **Communications for the cultural and environmental heritage**  
A laboratory for communications strategy is an information models for the improvement (not just for tourism) of the cultural and environmental heritage. Processes and actions in support of marketing of the area.

## **PROJECTS /PRODUCTS**

The main results obtained by the CRdC are:

- Software Patent Carta Uni.Te.Mi.Ca. (Map of the Minimum Catalogued Territorial Unit);
- Census and cataloguing of cemetery goods and artefacts in the Municipality of Naples. Client: Municipality of Naples;
- Realisation of a GIS 3D project of the natural caves of Castelcivita and Pertosa and of a system of natural human cavities present in the subsoil of a particularly significant urban area of Campania. Contracting body: Campania Region;
- Scientific consultancy for the creation of a computerised inventory of public lands and municipal property for data and mapping of the entire territory of the Molise Region. Contracting body: Molise Region;
- Scientific consultancy for activities to be undertaken in the "Planning Addendum" provided for under the "Italy Urban Programme" of the town of Aversa. Contracting body: Municipality of Aversa;
- Scientific consultancy for the preparation of the General Town Plan and Building Regulations of the municipality of Piedimonte Matese. Contracting body: Municipality of Piedimonte Matese;
- Shared Strategic Tourist Plan for the attraction of potential investors aimed at eco-sustainable development of the territory including exploitation of the cultural heritage – Cilento and Litorale Domitio. Contracting body: Campania Region.

## **PARTNERS**

Municipality of Naples

Municipality of Alife

Municipality of Aversa

Municipality of Bacoli

Municipality of Caiazzo

Municipality of Camigliano

Municipality of Capua

Municipality of Carinola

Municipality of Casaluce

Municipality of Dragoni

Municipality of Francolise

Municipality of Frignano

Municipality of Lusciano

Municipality of Marcianise

Municipality of Mondragone

Municipality of Monte di Procida

Municipality of Pietramelara

Municipality of Pozzuoli

Municipality of Procida

Municipality of Riardo

Municipality of San Marcellino

Municipality of Sparanise

Municipality of Villa di Briano

Municipality of Villa Literno

City of Giugliano

Union of Industrialists of the Province of Naples

Union of Industrialists of the Province of Caserta

Alenia-Aeronautica

Association of Small and Medium Businesses of the Province of Caserta

Carlo Bugli & C.S.A.S.

Confederation of Italian Cooperatives – Confcooperative Campania

Gargiulo, Scarpati e Pestarone S.R.L.- Building Contractors  
Gemar S.P.A.  
Iota – Restauro S.R.L.  
Ishtar S.R.L.  
Martino Solito – Restauratore S.R.L.  
Materazzo Lucio – Costruzioni S.R.L.  
Modugno Vincenzo - Costruzioni S.R.L.  
NEUROMED – Mediterranean Neurological Institute  
Nidaco Costruzioni S.R.L.  
NuovAvioriprese  
SACED – Società Appalti Costruzioni Edili S.R.L.  
SEIEFFE Industrie S.R.L.  
SIEMENS BUSINESS SERVICES  
S.I.RE.N.A – Città Storica S.C.p.A.  
T – System Italia S.P.A.  
Vitale Costruzioni  
Department for Productive Activities of the Molise Region  
ConsorzioVelia, Draining of the Alento Basin  
Ministry for Cultural Heritage and Activities – Superintendency of Architectural Heritage and Landscape, Historical, Artistic, Ethnic and Anthropological Heritage for the Provinces of Caserta and Benevento  
National Park of the Cilento and Diano Valley  
University of Siena

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