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# The Peccioli System

## From an environmental emergency to a model of economic development

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# Basic information



## Peccioli Geography & Population

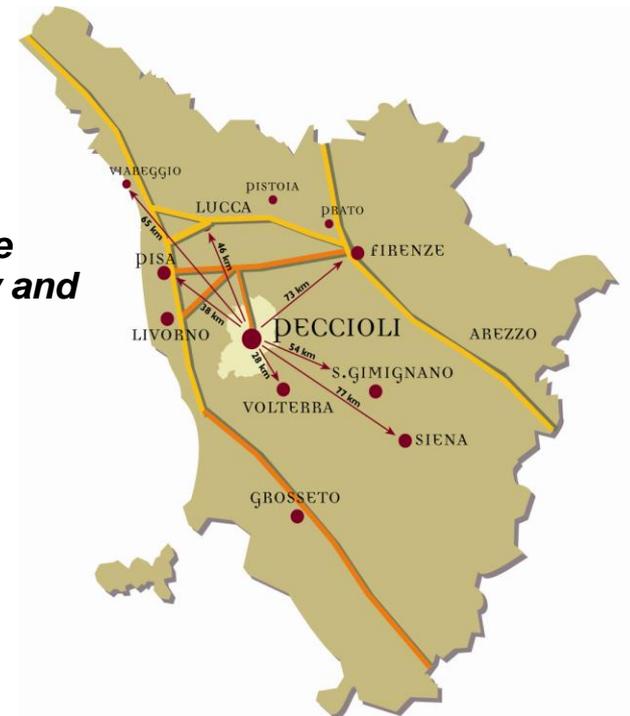
- Surface: 92.55 Km<sup>2</sup>
- Inhabitants: 4,831 (with 1,869 families)
- Density of population: 52.2 inhabitants/Km<sup>2</sup>
- Meters above the sea-level: 144 meters

## Local Economy

*The local economy consists of many clothing and furniture industries all over the territory, of a valuable wine industry and of cattle-breeding*

## Employment

	Persons involved	%
- Agriculture	135	9.5
- Industrial and artisan activities	654	45.8
- Commerce	210	14.7
- Other service activities	298	20.9
- Public Administration	130	9.1
<b>Total</b>	<b>1,427</b>	<b>100.0</b>



# Development stages of the enterprise

## FIRST STAGE (1988)

### **Environmental emergency:**

- *In Peccioli there was an unmanaged landfill. It collected waste from 6 municipalities in the area*

- *The provincial Administration imposed landfill closure (stopping any collection) with no environmental solution*



- *Landfill sanitation/ environmental reclamation*



- *Help near villages and territory (Florence emergency situation too)*

**In short:  
From NIMBY  
(Not In My Back Yard)  
to PIMBY  
(Please, in My Back Yard)**

## FOLLOWING STAGES (1990-2007)

- 1990:** environmental renewal and extension of Peccioli landfill
- Up to 1997: Peccioli Municipality management
  - Gains investment in school construction, improving road condition, improving facilities, promoting social services

- 1997:** Belvedere S.p.A. was founded to manage waste landfill
- Belvedere S.p.A., a public Company (Peccioli Municipality: 53.7% of share capital and 950 shareholders with 46.3%)
  - 8.000.000 kwh/year produced in waste landfill and 1,400,000 kwh of heating energy
  - Produced Energy used for district heating
  - 2009 Net Revenues : 23,000,000 euro
  - Persons involved: 14 workers + 8 employees + 8 project workers + 4 workers in multistorey car park

- 2001:** Finev S.p.A. was founded, an investment company which gives small loans
- Today Finev involves 5 banks and professional partners
  - Now it is a SGR company, an investment management company
  - 2009 Net revenues: 32,600 euro
  - Persons involved: 5 employees

- 2004:** Fondi Rustici Peccioli S.r.l. was founded
- Peccioli Municipality and Belvedere bought 900 land hectares and 40 farm houses to increase historical and environmental value
  - 2009 Net Revenues: 91,800 euro
  - Persons involved: 1 employee + 2 project workers

- 2004:** Fondazione Peccioliper was founded to manage museums and cultural events
- It receives funds from Peccioli Municipality and Belvedere.
  - Persons involved: 4 employees + 14 project workers

- 2007:** Un ettaro di cielo, a company for energy saving
- To install a photovoltaic panels plant (expanding now)
  - Opportunity to buy a portion of the share capital equal to citizen energetic requirement
  - We are working on a wind farm

- Moreover, we did:
  - 3 multipurpose Auditoriums in Peccioli territory;
  - 1 swimming pool
  - 1 cycling track
  - 1 Astronomic Observatory
  - 4 Museums (Archaeological Museum, The Museum of Russian Icons, Collection of 900's engravings and litographs, Museum of Sacred Art)
  - 1 amphitheatre with a capacity of 1000 people
  - Football pitches and tennis courts
  - 1 palatenda (a big tent for musical and cultural events)
  - 1 airfield
  - 1 hotel
  - 50 farm holidays
  - 1 nursery school
  - 1 multistorey car park

**In short:  
Belvedere supports local  
development, with 8 new  
companies for economic  
development + 3 cooperatives  
for social development**

# Peccioli Method

1. Starting “Politics in real things” (= the concreteness of the problem talks “naturally” to citizens)
2. Improving our targets, bringing continuous innovation (using the bin bag as tool for economic and cultural development of the territory)
3. Obtaining consent in citizens (Managers’ courage to expose themselves to complicated targets, “positively tuned towards high targets”)
4. Overreaching with necessary paradoxes along the way
5. Coming back to “Politics in real things” with results (significant and concrete results for citizens)
6. Planning a subsequent relaunch (without stopping)

## Peccioli in the future

- The Sistema-Peccioli has reached maturity in planning and realization, in collective culture, that needs a quality leap.
- Presenting to investors' market a capitalized company, contributing every company in Belvedere S.p.A. to reach Stock Exchange Quotation.
- In the meantime the reached maturity gives the opportunity to transfer the experience at a national and international level.