



Centre pour le Développement durable et les Technologies Appropriées
Centro para el Desarrollo Sostenible y las Tecnologías apropiadas
Centre for the Sustainable Development and Appropriate Technologies
Zentrum für die Entwicklung und die angepasste Technologien
Centro per lo sviluppo sostenibile e le tecnologie appropriate
Centro para o Desenvolvimento Sustentável e as Tecnologias apropriadas

Origin and presentation of cedeta

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a social & economic pattern

CEDETA was founded in Northeastern Italy , the latter constituting one of the most meaningful examples of the so-called “*Adriatic way to development*“.

That social & economic pattern enabled an underrated and underdeveloped area to reach a standard of well-being unthinkable until the sixties - until then indeed that region was mainly rural, poor and marginalized.

Both the experts and the businessmen, who participate to the CEDETA, represent the synthesis of that process, not so much as a cognitive expedient, but rather as an existential knowledge and competence. Some of them are to be regarded as the leading spirits which distinguished themselves in the most significant way during the progression, step by step, of this cultural and economic metamorphosis.

appropriate technologies & sustainable development

The result of this change is to be attributed for the greater part to the initiatives of small firms, which permitted to carry out the transition from the country culture and society to an advanced industrial culture and mentality in a well-balanced way.

The assimilation and the adaptation of the know-how to the cultural conditions and local resources, permitted a primordial balance between the different fields of activity (agriculture, handicraft, industry, tourism, etc.) and also uninterrupted connections from one field to the other : basically within the frame of *a sustainable development*.

The “ small-scale polyvalent businessman “ stood as a typical example of that area : somewhat a worker or a craftsman, somewhat a small farmer and landowner, somewhat a breeder, depending somewhat on seasonal tourism.

The northeastern area of Italy is in itself an *appropriate technology* on a large scale : in its men, in its social organisation, in its industry (*many local specialized districts*), in its both natural and urban environment.

international cooperation

The technical and economic system of that area could, through CEDETA, conceive, elaborate and carry out an international exchange of the cooperative type.

This aim rose from the deep conviction that any area of the world, however poor, is up to managing an autonomous and genuine development process, thanks to the methods which enabled Northeastern Italy to come out of underdevelopment, for six basic reasons :

- ◇ *the starting point is a rural society in very backward state*
- ◇ *the transition from a backward situation to development necessarily passes through small firms & businesses*
- ◇ *the flexibility of connections between the different activities : decentralization, capillary pattern of business, productive reconversion, minimal survival strategies as permanent help (gardening, breeding, workshops at home etc.)*

- ◇ *the family context and small-scale capital contribution*
- ◇ *special attention devoted by State, regional or local government and “gremial” associations, which facilitate the birth, the growing and the consolidation of this system and network, and which was made concrete by financial, fiscal and juridical incentives, mainly because this type of undertaking creates many jobs (their own jobs)*
- ◇ *cooperation between businesses : purchase of raw materials, transfer just in time of innovation technologies, financial common funds, incubators.*

corporate goals, objectives and policies

As specialists and experts of *sustainable development*, our mission is to be recognized as a group which operates to value local resources and to ensure growth and prosperity through an integrated approach : *small firms, trades & crafts, tourism, environment and cultural heritage conservation.*

For each sector, CEDETA offers :

- ◇ *training*
- ◇ *feasibility studies & projects*
- ◇ *microréalizations on the field*
- ◇ *job creation for unemployed young people and women*
- ◇ *cooperative systems and synergies*
- ◇ *marketing plans*
- ◇ *competitive benchmarking*
- ◇ *quality auditing*

Training is our basic asset : CEDETA is able to set up and carry out many schemes concerning small firms, tourism, art & craft, cultural heritage, ecology, quality.

We use mostly intensive “*core skills programs*” with three main principles and results :

principles	results
<i>theory and practice must be close connected</i>	realistic attitudes & expectations
<i>projects works should be preferred</i>	operating standards of performance
<i>learning to learn as key of self-development</i>	intelligent “community” & local development

Training should be the starting point in counseling : programs implementations, guidance & assistance activities, on desk & field researches, quality auditing are provided at request.

personalities & partners

Romano Toppan, Founder and Managing Director of CEDETA: born in 1946, specialized in Educational management in United Kingdom & Germany, Master in Economy, specialist in Quality Systems, with many experiences as responsible of training programs for the Industrial Districts development in Veneto Region. Deputy Director in European Centre for conservation of cultural heritage (Council of Europe) from 1983 to 1992. General Manager of the Hotel & Tourism Federation in Veneto Region from 1993 to 1996. Managing Director of the Regional Agency for tourism promotion in Basilicata-South Italy from 1997 to date. Professor at the Perugia University (Faculty of Economy) and Visiting professor in several Universities (Vienna, Venice, Bologna, San Marino, LUISS, Cantabria, Recife) and expert of ILO, European Commission, United Nations World Tourism Organization.

Cleofe Guardigli, Senior Consultant, Partner, born in 1951, Master in Sociology, specialist in Job Creation Programs, Director of the Tourism Management Center of Assisi. She is counselor of many both national and international Organizations, above all for local development programs, enterprises creation, environmental quality auditing.

Aldo Berto , Senior Consultant, Partner, born in 1946, Financial Manager, Director of Small Businesses Associations in Veneto Region, Managing Director of Project Financing Programs for small & medium size enterprises. Specialized in Local Development.

Other Associated specialists: in Tourism development (8), in small firms & microenterprises development programs (15), in art & crafts (21), in quality auditing (4), ecology (3).