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MIGRANT.NET PROJECT

Entrepreneurial opportunity report
with particular reference to
target immigrants

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MINISTERO
DELL'INTERNO

Marche Region | Self-employment CPI restricted group

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Organic and natural food

Demand, supply, market attractiveness

According to the 2018 data compiled by SINAB (National Information System on Organic Agriculture) and presented at Bologna's SANA fair, Italy is intensely focused on organic farming. It far exceeds the EU average for organic lands. The situation is constantly evolving. Awareness on the part of consumers is increasing, as are opportunities to purchase organic products at the supermarket and also online.

According to an analysis of SINAB data by Coldiretti Marche, the hectares dedicated to organic agriculture increased by 66% from 2009 to 2017. Today, 20% of land in the Marche region is dedicated to organic production. About 2500 organic farms are active in Marche, either started as such or converted to this type of agriculture. The number of regional operators in the industry increased by 32% in 2020.

According to the Bio Bank 2019 report, Marche leads Italy in the density per million inhabitants of organic marketing through specialised markets (8.5), direct sales (126.8), sustainable purchasing groups (21.5) and shops (43.1). This contrasts with the national trend of supermarkets becoming the driving force in organic agriculture, with their market share rising from 27 to 47%. At the same time, the share of specialised shops decreased from 45% to 21%



. Market concentration has risen. In 2019, organic shops numbered 1,339 (-1%), signalling a slowdown in closures. However, turnover remains high, with more than new 200 shops opening and the same number closing. Growth in small shops has slowed down, while those with more than 150 square metres of floor space are becoming more numerous.

As Coldiretti Marche's press release relates, the 2019 edition of the special report saw Marche lead in several subcategories. In terms of the concentration of companies producing and making direct sales of organic foods, for example, we are second behind Umbria and in front of Tuscany.

The province of Ascoli Piceno, with 201.6 companies, is third among Italian provinces, behind Grosseto and Siena. Marche also leads in terms of organic street markets. With numerous initiatives organised by the Amica Coldiretti Campaign, it trails only Valle d'Aosta and Emilia-Romagna.

Marche is second to Trentino in terms of density of organic boutiques. In the province ranking, Macerata is fifth for markets, while Pesaro Urbino is fifth for shops. The province of Pesaro is also fourth in Italy for the total number of organic farms that also provide agritourism services. This is the driving force behind the entire region's third-place position in Italy.

In terms of restaurants, bars and ice cream parlours employing organic ingredients, Marche is the second Italian region by density, with 24.8 businesses per million inhabitants.

The Marche Region signed a recent pact to foster organic agriculture. Its main objectives include increasing the utilised agricultural area (UAA) cultivated with organic farming from 20 to 100% in Natura 2000 areas over the next 10 years; strengthening research, experimentation and training in the organic industry to improve crop quality and productivity; protecting and enhancing biodiversity as an alternative to GMOs; encouraging and consolidating the supply chains of organic products and territory; extending the certification of organic products to the consumers' table; promoting the consumption of organic products in cafeterias and commercial settings; and marketing Marche as an organic region with a high quality of life in order to expand its tourism potential.





Our region boasts many companies that are constantly growing in terms of the quantity and quality of production and robust production history.

It leads Italy in several fields, to the extent that it has been defined the “cradle of Italian organic farming”. We are one of the regions with the greatest growth in the number of workers: 32% more than the previous year. These are positive figures for both production-related structural data and market-related economic data.

Marche's utilised agricultural area (UAA) cultivated using organic methods has reached 104,567 hectares, exceeding the national average for UAA by 20%. Nearly 4,000 workers are employed in the sector: 3,126 producers, 283 preparers, 10 importers and 499 preparers and importers.

Data sheet A1

Organic farming

Data sheet A2

Organic food shop

Data sheet A3

Local grocery stores

Data sheet A4

***Restaurants, pastry shops, bakeries,
ice cream parlours, etc. with organic
products***



ORGANIC FARMING

Skills and resources

A farm that practices organic farming needs the normal equipment of a traditional farm. The organic farmer is very familiar with seasonal cycles, soil structure and green technology. They are a farmer and an entrepreneur. They work the land and products coming from the land following rigorous eco-compatible and eco-sustainable processes. The organic farmer does not use harmful substances. They do not pollute. They use renewable energy. They use and reuse everything the earth produces.

Localization

Organic farming can be practised throughout the entire region

Synergies with other sectors

Direct sales, apiculture, food and wine, agritourism, agricamping

Professional figures involved

Agricultural entrepreneur, direct cultivator, agribusiness green jobs

Useful Resources and Best Practices

<https://www.regione.marche.it/Regione-Utile/Agricoltura-Sviluppo-Rurale-e-Pesca/Agricoltura-biologicahttps://www.cliclavoro.gov.it/approfondimenti/Settore-Green/Pagine/Agricoltura-bio-UE.aspx>

<https://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/19875>

ORGANIC FOOD AND COSMETICS SHOP

Skills and resources

A specialised company can be born with a relatively modest investment, both for equipment used and warehouse inventory. It is important, however, to have sufficient expertise to provide information and advice to customers who are normally attentive and demanding. Food sales require the possession of a food and beverage license (SAB).

Localization

The most suitable location is in important urban centres and areas near the most popular tourist attractions.

Synergies with other sectors

In Marche, moreover, many farms are expanding the cultivation of organic fruit. Until a few years ago, the majority of Marche's organic production was destined for export, but the increased interest of citizens in healthy eating has prompted organic farms to adapt. As a result, many organic companies are starting to sell directly through a shop and/or the home delivery of organic products. E-commerce, small tradesman

Professional figures involved

Store manager, sales rep., buyer, counter rep., web marketing

Useful Resources and Best Practices

<https://www.regione.marche.it/Regione-Utile/Attivit%C3%A0-Produttive/Term/1157>

<http://www.conmarchebio.it/con-marche-bio/>

A3 CARD

LOCAL FOOD SHOPS

Skills and resources

A specialised company can be born with limited investments, both for the equipment used and warehouse stock. However, local supplier network knowledge and store management skills are required. The sale of food products requires food trade authorisation.

Localization

The most suitable location is in intermediate areas between production and urban centres, where residents, as well as tourists, are concentrated.

Synergies with other sectors

The opening of local shops contributes to the defence and development of the local food product and processing sectors.

Professional figures involved

Store manager, sales rep., buyer, counter rep., web marketing

Useful Resources and Best Practices

<https://www.hellogreen.it/filiera-corta-storie-produttori-km-0/>

A4 CARD

RESTAURANTS, PASTRY SHOPS, BAKERIES, ICE CREAM PARLOURS WITH ORGANIC PRODUCTS

Skills and resources

The skills necessary to start each type of business are typology-specific, together with a strong sensitivity to the organic nature of products. The necessary resources are those specific to each type of business, all of which require machinery, adequate premises and health and sanitary authorisations. Nonetheless, businesses can be reduced in size to contain investments within a suggested threshold of 50,000 euros.

Localization

Thus far, the region's largest urban centres have proven the most convenient location for these businesses. Current consumption trends favour the spread of such businesses to smaller cities, with a redistribution across the entire region: without forgetting the potential of the most popular tourist localities.

Synergies with other sectors

The creation of an organised and widespread network of businesses can facilitate the spread of organic consumption. On the side of the allied industries, it can open new markets for local farmers who specialise in organic crops.

Professional figures involved

Restaurateur, chef, ice cream maker, baker, pastry chef, waiter, bartender, store manager, counter rep, web marketing

Useful Resources and Best Practices

<https://www.greenplanet.net/le-buone-pratiche-di-un-eco-ristorante/>

<http://ristorantisostenibili.it/>

OBLIGATIONS

Farm

The launching of an organic farm requires, in addition to the requirements of a traditional farm, a specific organic certification. In order to obtain an organic farming certification, you must:

- Choose one of the certification bodies recognised by the Ministero delle politiche agricole (Ministry of Agricultural Policy) and send them documentation related to your farm and business.
- Notify the Region where you operate to begin the certification process.
- Begin to comply with all regulatory laws, as well as those of the inspection body
- Wait for the conversion (approximately 2-3 years). Production can start from the date of notification, but employing the phrase "in conversion to organic farming"; once recognition has been granted, the wording becomes "derived from organic farming".

Food and non-food shops

the applicable legislation is the general regulation of retail trade. Thus you are required to:

- Register for a VAT number
- Enrolment in the Registro delle Imprese (Business Register) is differentiated by a small or large sales structure (shop area smaller or larger than 250 square meters).
- Register with the social security service (INPS) and National Institute for Insurance Against Accidents at Work (INAIL)
- Present a Certified Report of Business Opening (SCIA) for small sales structures (shop area smaller than 250 square meters) or request a commercial license, to be sent to the Comune (City), for large structures
- Obtain health clearance from the local health authority (ASL) In addition, in the case of a grocery store, you must attend a Food and Beverage Administration (SAB) course and possess HACCP certification.



OBLIGATIONS

Ice cream parlours, pastry shops, bakeries

You need:

- Certified report of business opening (HEALTH SCIA) which contains the notification needed to register the food business and the declaration of compliance with the hygiene requirements described in EC Regulation no. 852/2004 and other relevant national and regional regulations.
- Comunicazione unica d'impresa (single business communication): paperwork for the Registro delle Imprese/REA, Agenzia delle Entrate (Revenue Agency), and potentially INPS, INAIL, Albo Artigiani (Register of Craftsmen) and Help Desk for Productive Activities (SUAP), to be transmitted together through the comunicazione unica.

Restaurants

You must:

- Check with the Comune whether the business is being opened in a PROTECTED AREA (authorisation required) or NON-PROTECTED AREA (in this case, the SCIA is enough, together with the declaration of compliance with moral and professional requirements, subjective requirements, and the existence of the conditions described in the Consolidated Law on Public Safety (T.U.L.P.S.))
- Health SCIA containing the notification needed to register a food business and the declaration of compliance with the hygiene requirements laid down in EC Regulation no. 852/2004 and other relevant national and regional regulations.
- Comunicazione unica d'impresa, to be sent to the local Registro delle Imprese - SAB certificate or equivalent;
- HACCP certificate for personnel to be employed;
- If alcohol is served, an Agenzia delle Dogane (Customs Agency) permit.



Sustainable consumption

Demand, supply, market attractiveness

In several other areas of mass consumption, consumers are adopting behaviours with a lower environmental impact. Interesting opportunities are developing in the region (data sheets B1-B8): some ideas, further detailed in the entrepreneurial opportunity reports, will be described here. Before the coronavirus pandemic, the market was driven by the preferences of younger generations, the main drivers of the beauty sector.

These consumers have more spending money than previous generations. They are tech-savvy and extremely aware of sustainability issues. For them, a natural and environmentally friendly approach is a necessity, not a simple fashion. This encompasses eco-friendly packaging, reduced use of plastic, environmentally friendly products with a focus on origin and the “ethical” production cycle.

When the pandemic is over, such demand may continue to expand. In 2019, the green, herbal and natural cosmetics market was worth more than 1.1 billion euros: a key sector not only of the made-in-Italy movement but also the “organic system”.



Today, a wide range of electronic vehicles is the ideal solution for moving at a low cost and without restriction in cities and historical centres, where traffic and access bans are becoming increasingly rigid.

This range of vehicles includes electric bicycles (some with a fuel distance of over 200 km), electric and kick scooters and small cars. The vehicles can be rented to occasional visitors to the cities, tourists, as well as residents who want to try them out before evaluating a possible purchase.

The long-term rental formula can also be more convenient than purchasing, as it means avoiding all the problems associated with vehicle ownership (license fees, insurance, maintenance, etc.). Rentals can flank the sale of used or new vehicles. Finally, with regard to furniture sales, specialised stores should offer customers an assortment- whether wide or focused on certain types of furniture- of articles produced by companies with eco-sustainability criteria: materials from controlled sources, possibly recycled, with low formaldehyde emissions, in packaging made from recycled and recyclable materials, without solvent-emitting paints.





<i>Data sheet B1</i>	<i>Natural cosmetics shop (organic perfumery)</i>
<i>Data sheet B2</i>	<i>Sale of used and reclaimed products</i>
<i>Data sheet B2</i>	<i>Sale of bulk products</i>
<i>Data sheet B4</i>	<i>Natural clothing store</i>
<i>Data sheet B5</i>	<i>Production of natural clothing</i>
<i>Data sheet B6</i>	<i>Herbalist</i>
<i>Data sheet B7</i>	<i>Eco-rentals</i>
<i>Data sheet B8</i>	<i>Furniture store featuring eco-sustainable materials</i>



NATURAL COSMETICS SHOP (ORGANIC PERFUMERY)

Skills and resources

The opening of a specialised store presupposes the possession of specific product expertise, which must be continuously evolving.

The ability to provide customers with high-quality service is essential. Store management requires close attention to purchasing policy and inventory management, which, given the cost of many products, can be very expensive even when the business is newly opened.

The cost of the initial supply of products is the most significant investment at the outset, exceeding that of furniture and (minimum) necessary technology.

Localization

The most suitable location for such a shop is in the historic centre of cities (even small and medium-sized) and shopping centres.

Synergies with other sectors

The emergence of specialised stores can contribute to a trend in consumption, as well as enabling the birth and development of local companies producing natural cosmetic products.

Professional figures involved

Salespeople, store managers, buyers

Useful Resources and Best Practices

<https://www.biobank.it/?mh1=5&mh2=13&cs=3&ps1=22>

B2 SHEET

SALE OF USED AND RECLAIMED PRODUCTS

Skills and resources

Opening a store of this type requires setting up a sales space that may be (depending on the types of commodities concerned) quite large, allowing for the stocking and aesthetically pleasing display of many products. Rent costs may therefore be high. Investment in inventory can also be significant but may be eliminated if goods are managed on consignment. No commercial licenses or professional qualifications are required

Localization

These stores should be located in the region's most important urban centres and, for stores dealing with bulky goods (such as furniture), in easy-to-access places where loading and unloading are facilitated, etc.

Synergies with other sectors

Specialised shops such as the one envisaged reduce the environmental impact of consumption and purchasing costs for consumers. They offer job opportunities for craftsmen involved in the regeneration of objects

Professional figures involved

Sales rep., store managers, buyers

Useful Resources and Best Practices

<https://secondlifeitalia.it/>

SALE OF BULK PRODUCTS

Skills and resources

A store that markets foods and detergents in bulk can have a very simple organisation, in which the products are distributed by dispensers (in some cases refrigerated), weighed, and delivered to the customer in their own “returnable” containers (bottles, canisters, bags, etc.) or those supplied by the store. With adequate organisation, the dispensers may be used directly by the customers, thus reducing internal staff. It is important to manage relationships with product suppliers, not least to reduce the amount of inventory in stock. Food product sales require a food trade authorisation.

Localization

The most suitable location is in the area’s main urban centres and near the most popular tourist localities.

Synergies with other sectors

The emergence of bulk stores contributes to reducing the area’s production of waste. It can also give impetus to marketing local products without established brands. Often associated with sustainable purchasing groups

Professional figures involved

Sales rep., store managers

Useful Resources and Best Practices

<https://www.pesonetto.it/> (Pesaro)

NATURAL CLOTHING STORE

Skills and resources

This type of shop sells clothing products that use natural fibres like cotton and hemp, cultivated using organic methods, as well as fibres (such as polyester) derived from recycled material. Sustainability concerns not only fabrics but also accessories and other dress elements (buttons, buckles, etc.). The products must have ecolabels such as ISO 14014 and OEKO-TEX Standard 100, which guarantee the absence of harmful materials (allergenic and carcinogenic dyes, formaldehyde, plasticising phthalates, etc.). The products may also include work clothes. The Emilia-Romagna Region, for example, has launched a program to purchase ecological work clothes for the uniforms of the Provincial Police Corps and other categories of public employees. A specialised store can be opened with few formalities. Effective management requires in-depth product knowledge, the ability to manage relations with customers who are often seeking out natural products for the first time, as well as the usual management skills of commercial activity (relationships with suppliers, warehouse management, etc.).

Localization

The most suitable location is in the region's major urban centres.

Synergies with other sectors

The creation of specialised shops can help to increase the supply to consumers, innovate and distinguish the commercial network and relaunch urban centres, now often subject to trends of homogenisation in terms of the supply to customers.

Professional figures involved

Sales rep., store managers

Useful Resources and Best Practices

<https://www.pesonetto.it/> (Pesaro)

PRODUCTION OF NATURAL CLOTHING

Skills and resources

A specialised craft firm can be launched with relatively modest investments. After purchasing ready-made, neutral-coloured yarns, yarn dying equipment, processing equipment (knitting machines, sewing machines, etc.), as well as capital for warehouse inventory are crucial. However, expertise is needed for designing garments that do not rely merely on the products' naturalness, but also their aesthetic quality and ability to adapt to the needs of customers. (Potential) sales over the internet require the ability to implement site visibility strategies. Special certifications (such as ISO 14014 and OEKO-TEX Standard 100, etc.) can guarantee the absence of harmful materials, and therefore increase the value of the products in the eyes of the customers.

Localization

Production may be situated anywhere in the territory; if one wants to add shop sales to production, it is more convenient to locate the business in one of the major regional centres.

Synergies with other sectors

Amidst a crisis in the clothing sector, the creation of natural clothing manufacturing facilities would enable the employment and development of otherwise unused professional skills.

Professional figures involved

Designers, pattern makers, artisans, workers

Useful Resources and Best Practices

<https://nextolife.it/igianato/agritessuti-da-scarti-agricoli-a-capi-dabbigliamento-ecosostenibili/>
<https://www.essent-ial.com/>

HERBALIST

The Marche region contains about 130 herbalists (down from 132 to 2015). The majority are small specialised shops focused on the quality of service, despite growing competition from large chains and other commercial typologies like pharmacies, drug stores and supermarkets. Online sales are increasingly important for the industry. Even a small shop could potentially complement traditional counter sales with those over the internet.

Skills and resources

Though not sizeable, the material resources required must be sufficient to guarantee customers a suitable supply. Shop furnishings can be simple but must contribute to a pleasant and welcoming space. The manager's technical expertise is crucial to providing information and advice to customers. The choice of products and suppliers and inventory management are also crucial to ensure high stock turnover.

Localization

Since this type of business is already fairly widespread, it is important to carefully assess the local context and competition before deciding to open a new point of sale. Specialised shops can improve residents' quality of life.

Synergies with other sectors

Organic farming, natural cosmetics production and organic food.

Professional figures involved

Herbalist, specialist counter clerk

Useful Resources and Best Practices

<https://tuscanyamiata.com/toscana-segrete/spiritualita/nel-cuore-della boristeria-italiana-hortus-mirabilis/>

ECO-RENTALS (SALE AND RENTAL OF ELECTRIC VEHICLES)

Skills and resources

A specialised company must have a suitable vehicle park, offering rentals from one or more visible and accessible areas, open with extended hours and possibly 7 days a week. If combined with sales activities, it is also advisable to have an exhibition area. A relationship with one or more garages is essential to ensuring the vehicles' perfect efficiency through ordinary and extraordinary maintenance operations (including changing traction batteries, tires, spare parts, etc.). The company will also have to deal with insurance, license fees, car roadside assistance, etc.). The vehicles can be booked directly or by accessing the company webpage.

Localization

The facility can be located in one of the region's most important urban and/or tourist centres.

Synergies with other sectors

A specialised company can help reduce the environmental impact of traffic in urban centres and popularise the use of electric vehicles. The planning of e-bike tours along the coast and hills, in partnership with private organisations and structures, offers an intriguing opportunity.

Professional figures involved

Sales and booking staff, bike tour guides, marketing/travel and hotel relations staff

Useful Resources and Best Practices

<https://www.ebiketruck.it/noleggio-e-bike/>

FURNITURE STORE FEATURING ECO-SUSTAINABLE MATERIALS

Skills and resources

The opening of a furniture store specialising in eco-sustainable materials does not require any special authorisation. However, a fairly large display area, selected network of suppliers, and efficient transport and assembly services are required. The physical layout of the shop itself must be based on bioarchitectural principles, using eco-sustainable materials for floors and coverings, thermo-acoustic insulation systems, energy-efficient natural and artificial lighting, etc. Relationships with potential customers can be fuelled by thematic events and promotions.

Localization

The store should be located in one of the region's large urban centres.

Synergies with other sectors

The opening of new stores will provide new attractive commercial outlets for regional producers.

Professional figures involved

Sales rep., purchasing staff (including import-export) and, potentially, e-commerce

Useful Resources and Best Practices

<https://www.mobiliincartone.it/>

<https://www.essent-ial.com/>

OBLIGATIONS

Stores

For these types of activities, as well, the applicable bureaucratic procedures are the generic ones for retail trade, therefore:

- Register for a VAT number
- Enrol in the Registro delle Imprese
- Register with the social security service (INPS) and National Institute for Insurance Against Accidents at Work (INAIL)
- Present a Certified Report of Business Opening (SCIA) for small sales structures (shop area smaller than 250 square meters) or request a commercial license, to be sent to the Comune, for large structures
- Obtain health clearance from the local health authority (ASL)

In addition, in the case of a grocery store, you must attend a Food and Beverage Administration (SAB) course and possess HACCP certification.

Herbalist:

In addition to the above, for this type of activity you must precisely define the type of product to be handled and sold, as the procedure to be followed varies based on this:

- Preparation and sale of herbal products. Should you plan to create an internal laboratory and directly produce herbal concoctions, teas, extracts and similar, a three-year degree in Herbal Sciences or Pharmacy is required, with further specialisation possible;
- Sale of pre-packaged products. While a degree is not needed, the sale of packaged products that contain food requires attendance of a professional qualification course aimed at the sale of this type of product. However, this requirement may vary based on the specific food category: you should contact the relevant trade associations in advance to find out.
- Sale of packaged products excluding foodstuffs. The sale of organic and natural products that do not include foodstuffs- for example, cosmetics, personal cleansers and household detergents- does not require special licenses or qualifications, apart from the basic regulations for commercial activities.



Production of clothing articles

Textiles are part of the textile, clothing and leather sector, which also includes clothes manufacturing and trades related to tailoring, leatherwork, footwear and handmade goods. There are no specific requirements to start a textile business. The applicable legislation governs the opening of an artisan business, therefore:

- Register for a VAT number and apply for a PEC (certified e-mail)
- Enrol in the Registro delle Imprese
- Register with the artisan section of INPS (National Institute for Social Security)
- Sign up for social security insurance at INAIL (National Institute for Insurance Against Accidents at work).

Eco rental

Whether you wish to open an electric vehicle rental and sales point, or only rent electric vehicles, the bureaucratic process is augmented by a number of personal requirements.

You must:

- Register for a VAT number.
- Enrol in the Registro delle Imprese (Camera di Commercio- Chamber of Commerce).
- Report the business opening to the Comune (at least 30 days prior to start-up).
- INPS and INAIL registration.
- Personal requirements such as legal majority, possession of a driver's license, absence of criminal convictions or bankruptcy.
- Draw up a contract that clearly and comprehensively states the terms of the service offered and the responsibilities of both parties, including in the event of accidents, theft, malfunctions, etc.
- Provide necessary insurance for electric vehicles, overhauling and regular maintenance of the same.
- Premises that adhere to legal requirements based on the type of business and services offered, with ASL health clearance.
- In the case of rental and sale of electric cars, if there are more than nine of these, fire protection authorisation must be obtained from the vigili del fuoco (fire brigade).
- Send to the Comune the necessary documentation concerning the premises, vehicles, entrepreneur and eventual associates.

Sustainable tourism

Demand, supply, market attractiveness



In addition to art, cultural traditions, relaxation and pure fun, the search for local food and wine has become the true added value of Made in Italy holidays, with about 1/3 of travel budgets allocated to food in 2020.

A Coldiretti survey reveals that Italy is the indisputable world leader in food and wine tourism, thanks to the primacy of the greenest agriculture in Europe, with 299 PDO/PGI specialities recognised at the EC level and 415 DOC/DOCG ('Controlled and Guaranteed Designation of Origin') wines, 5155 traditional regional products listed from all over the peninsula, leadership in organic farming with over 60,000 organic farms and the world's largest network of farmers and farm markets under Campagna Amica. With Law 21/2011, the Region wanted to recognise the MULTIFUNCTIONALITY in Agriculture as an element of strategic value for the development of the sector and an important economic opportunity for businesses.



The flagship of multifunctionality is AGRITOURISM, given its importance to the region's farms. With Agritourism, farmers can increase their income through the "direct sale" of products and, at the same time, use their built heritage to advantage.

The educational farm is a largely agricultural farm that also offers learning activities. Visitors are often involved in producing one of the farm's typical "outputs" (visit to the stables, milking, fruit and vegetable harvesting, honey production, etc.).

The qualification of Educational Farm is assigned by the Amministrazione Regionale (Regional Administration- DGR no. 2275/2001); one must demonstrate that the farm offers a series of educational services. There are about 50 educational farms in Marche, in addition to about a dozen "agri preschools" (Coldiretti data) which use nature and the large green spaces as the setting for food and environmental educational experiences. Regulatory reference MARCHE REGION "REGIONAL PROVISIONS ON THE MULTIFUNCTIONALITY OF FARMS AND DIVERSIFICATION IN AGRICULTURE". Regional regulation no. 2 of 19 March 2020

Data sheet C1

Organic agritourism

Data sheet C2

Educational farm

Data sheet C3

Agricamping

Data sheet C4

Organisation of nature tours

Data sheet C5

Bed and Breakfast (B&B)



ORGANIC AGRITOURISM

Skills and resources

The agritourism formula is reserved for farmers and therefore excludes professionals in other sectors. Indeed, agritourism was conceived as a form of income supplementation for farmers. The agritourism operator must be an agricultural entrepreneur registered on the list of agritourism professionals. Agricultural expertise must be complemented by the skills needed to manage a restaurant and small hotel. In addition, you need:

- skills related to the organisation of leisure time and advertising;
- ownership of a farm that produces most of the products used by the restaurant;
- a rural building to be used as guest accommodation.

Localization

To tap tourist flows, a valley location is preferable. For visitors in transit and fair and cultural event attendees, the plains may also be a practical, if less evocative, location.

Synergies with other sectors

Agritourism can provide opportunities for farm diversification and play an important role in the development of local tourism.

Professional figures involved

Agricultural entrepreneur, direct grower, chef, waiter, receptionist, hotel manager

Useful Resources and Best Practices

<https://www.regione.marche.it/Regione-Utile/Agricoltura-Sviluppo-Rurale-e-Pesca/Agriturismo#Presolazione>
<https://www.cliclavoro.gov.it/approfondimenti/Come-fare-per/Pagine/Come-fare-per-apendere-un-agriturismo.aspx>

EDUCATIONAL FARM

Skills and resources

To transform an ordinary farm into an educational one, one must create structures to host visitors that are adequately comfortable (e.g. bathrooms) and have suitably qualified personnel to manage visits in safety (the safe storage of materials, dangerous substances and equipment at risk; insurance cover for civil liability). Production should preferably be organic or integrated.

Localization

Places of environmental value to the region are the ideal location.

Synergies with other sectors

New educational farms create a favourable environment, including from a commercial point of view, for contact between urban areas and the province's agricultural production.

Professional figures involved

Agricultural entrepreneur, direct farmer, breeder, educational farm operator

Useful Resources and Best Practices

<https://www.regione.marche.it/Regione-Utile/Agricoltura-Sviluppo-Rurale-e-Pesca/Agriturismo#Fattorie-Didattiche>

<https://www.cliclavoro.gov.it/approfondimenti/Come-fare-per/Pagine/Come-fare-per-apendere-una-fattoria-didattica.aspx>

CARD C3

AGRICAMPING

Skills and resources

The construction of an agritourism campsite requires investment to equip the area with pitches, a supply of drinking water, electricity and a washing area for dishes and laundry. The required skills are of various types: organisational, to receive tourists and provide services; promotional, to publicise a new facility in an area not always well-known to potential visitors; relational, vis-à-vis local authorities, tourist promotion bodies and leisure, environmental and hiking associations.

Localization

The ideal location is places of environmental value in inland areas, preferably in an area easily accessible by state highways.

Synergies with other sectors

The creation of new and qualified accommodation structures can give impetus to inland tourism, especially when this is linked to nature tours and invested in a close relationship with nature.

Professional figures involved

Agricultural entrepreneur, direct farmer, chef, waiter, receptionist, personal trainer, PR, housekeeping, maintenance worker

Useful Resources and Best Practices

<https://www.reterurale.it/agriturismo/normativa#id-667c14422aac772953ac5ce54daae413>

ORGANISATION OF NATURE TOURS

Skills and resources

The organisation of excursions presupposes the possession of several substantial requirements: basic knowledge of the characteristics of the type of tours to be undertaken (technical aspects, mentality of hikers, knowledge of competing businesses, etc.). The ability to organise a network of services for the individual hiker and organised groups, connecting services (hotels, restaurants, information offices, etc.) across the region. The ability to structure tourist packages and market them to potential customers through advertising and direct contacts with organised groups. The ability to select good partners is indispensable for the efficient operation of tours and their overall quality. By operating with a network mentality, physical investments can be reduced. However, in order to better serve the customer, some basic investments are recommended: for example, purchasing replacement bicycles to be made available to hikers who have difficulties on the trail, and a van to transport equipment (damaged vehicles, backpacks, equipment, etc.) for customers.

Localization

The location must be at the starting point of tours, in the vicinity of urban centres equipped with services.

Synergies with other sectors

Quality tour packages incentivise the supply of other tourism, hotel and restaurant services.

Professional figures involved

Tourist and nature guide, environmental hiking guide, cycling tour guide, PR

Useful Resources and Best Practices

<https://www.regione.marche.it/Entra-in-Regione/Marche-Promento/Turismo/Professioni-Turistiche>

<https://www.aigae.org/>

BED AND BREAKFAST (B&B)

Skills and resources

The start-up procedures defined by law are very simple and also encourage businesses with few financial resources. The business essentially consists of overnight accommodation and breakfast service. Opening a bed & breakfast is very easy, as it is sufficient to have one or more rooms available in one's home. Renovated stone houses, or those located in old villages, are particularly suitable. Kindness, hospitality and—for foreign tourists—knowledge of the most important languages are indispensable interpersonal skills.

To market a B&B, you must:

- develop synergies with various cultural organisations, associations that organise excursions (trekking on foot or horseback), sports associations (for example cycling groups), travel agencies, tourist promotion offices and local Pro loco;
- be inserted in some tourist guides;
- take advantage of the marketing opportunities offered by the internet.

Localization

Ideally, the property should be situated in a visible and easily accessible area. The entire region, but above all the interior, seaside resorts and historic art centres are particularly suited to this type of accommodation. The B&Bs located on plains can attract people travelling for work or holidays.

Synergies with other sectors

The creation of a network of B&Bs can drive tourist offerings, especially for those tourists who love contact with the local population.

Professional figures involved

Receptionist, PR and housekeeping staff.

Useful Resources and Best Practices

<https://www.regione.marche.it/Entra-in-Regione/Marche-Promento/Turismo/StruttoriRicettive#Altre-Struttori-ricettive>
<https://www.cliclavoro.gov.it/approfondimenti/Come-fare-per/Pagine/Come-apendere-un-Bed-and-Breakfast.aspx>

OBLIGATIONS

Agritourism

The legislation governing agritourism is contained in Law 96/2006 (Agritourism Regulations).

Because this is a business activity, you must:

- Register for a VAT number
- Enrol in the Registro delle Imprese
- Register with the social security service (INPS) and National Institute for Insurance Against Accidents at Work (INAIL)

In addition, you must:

- Request vigili del fuoco authorisation;
- Obtain a health clearance;
- Open a tax account, i.e. a “virtual account” that records credits and debts with the Agenzia delle Entrate;
- Enrol in the Registro regionale degli operatori agrituristici (Regional Register of Agritourism Operators);
- Receive the authorisation of the Comune to carry out the activity after presenting the Certified Report of Business Opening (SCIA). ù

Should you plan to offer food services:

- SAB certificate or equivalent;
- HACCP certificate for personnel to be employed; - If alcohol is served, an Agenzia delle Dogane permit.



Educational farm

For a farm or agritourism to be converted into an educational farm, you must obtain a special qualification from the competent regional or provincial administration. The process may vary based on your region, but it is usually necessary to fulfil the requirements of the Carta della Qualità (Quality Charter).

The Carta della Qualità is a system of special requirements such as:

- the adoption of environmentally friendly production systems specific to integrated or organic farming;
- a place to host children, where they can carry out learning activities in the event of bad weather, and a space where they can play safely;
- comply with all hygiene and safety rules;
- take out a liability insurance policy;
- record all the classes that visit the facility in a log.

The facility housing the activity must satisfy the ordinary certifications and obtain construction and health authorisations. The provision of a first aid area is particularly important.

Bed & Breakfast

B&Bs are regulated by 19 regional and two provincial laws (Bolzano and Trento) while in terms of national legislation, Law 135/2001 ("Reform of national legislation") was repealed and substituted by Legislative Decree 79/2011 (and subsequent modifications), which greatly reduced state intervention in the tourism industry. As regards Marche, regulated by Regional Law 11/07/2006 no. 9, the SCIA must be presented to the Comune; the Comune will then carry out an inspection to verify the necessary requirements (the facilities must comply with the urban building, sanitary and safety requirements prescribed for dwellings. A minimum area is defined as a function of the number of beds and some basic furniture may be required).



Agri camping

Agricamping is, for all intents and purposes, an agritourism. Consequently, the bureaucratic procedure will mirror that of other activities of farms, that is:

- whoever wishes to start the business must already have the title farmer or agricultural entrepreneur (that is, they must have raised livestock and farmed for some time);
- they must use solely and exclusively the buildings that already existed on the farm;
- all guests who want to stay at the property must be properly checked in;
- all agritourism activities must be linked to agricultural activities, with the aim of improving not only the farm's products but its natural environment and the natural resources located there;
- comply with health requirements for guest rooms and the premises where food products are handled and administered; comply with the quota of in-house products to be used in food services, as set out by regional regulations;
- attend the specific training courses regarding both hygiene and safety rules for customers and staff who work at the facility;

In addition:

- Register for a VAT number
- Submit the SCIA to the Comune
- Submit the SCIA to your local health authority (ASL)
- Comunicazione unica d'impresa with all required obligations towards the Registro delle Imprese, INPS, INAIL, etc.



Social services

Demand, supply, market attractiveness

Significant changes in the organisation of families and lifestyles are stimulating the emergence of new opportunities for a range of industries. Hereafter, we will discuss some of the most important ones in depth.

The self-service laundries that initially developed in large cities appear driven by migratory flows as well as changes in family composition, with an increase in singles and working couples, for whom “time” is a very valuable resource.

A self-service laundry provides a fast, cheap and efficient service to individuals who need to do laundry without having the possibility in their own home and without having a family network that can satisfy these needs.

Personalised tailor's shops can provide alterations and mending of every kind and sew new garments for special occasions or everyday use (shirts, trousers, etc.), for those customers who simply want a custom-made garment. The progressive disappearance of traditional tailors in many towns, together with the concomitant loss of basic manual skills (sewing, fabric cutting, etc.) creates a favourable market for such services. The economic crisis also incentivises the mending of clothes to lengthen their lifespan before they are replaced.



A recreational centre (toy library, babysitting facility, game centre) offers parents the possibility of leaving their child in the company of other children and a staff of caregivers who, besides making the stay pleasant, can stimulate their creativity and therefore have an educational impact. Public institutions face difficulties in creating new structures due to budgetary constraints, so cooperation with local organisations is also advisable.

The last permanent population census showed that 130,595 foreigners lived in Marche as of December 31, 2019, including 70,896 women: 8.6% of the resident population.

According to ISTAT, as of 1 January 2018 almost 86% of non-EU citizens legally residing in Italy had permits issued or renewed in the Centre-North. Historically, foreigners in Italy have aggregated primarily in the Centre-North. In 2017, however, their numbers grew more quickly in the South (+4,5%) and Centre (+1,9%) than in the North (+1,2%).

The position of cultural mediator is a response both to immigrants' need for integration and the overall goal of social harmony. In the Marche region, several cultural mediators are already active, working on behalf of public bodies, trade unions and associations.

Demand for home cooking appears to be increasing as a result of both the search for lower costs in organising events and growing demand for personalised services, tailored to the needs of individual customers.

The spread of such services could lower the costs of organizing special events. Increasingly heated competition—including in price terms—from large distributors, online sales channels, and newsagents, means that small bookshops are disappearing if they lack a clear specialisation. Over the last decade, many booksellers have been “expelled” from the historic centre of Italian cities. The large chains, the only ones able to bear high rent costs, have taken over.





However, a small bookseller can survive and develop if it specialises and thus offers a quality service in terms of advice about which publications to buy, selection and quick fulfilment of orders.

Among specialisations that offer development possibilities are children's publishing and sales of foreign books in the original language, especially lesser-known languages that are difficult to find on the traditional market.

Data sheet D1

Self service laundry

Data sheet D2

Personalised tailor's shop

Data sheet D3

Toy library

Data sheet D4

Cultural mediator

Data sheet D5

Home cook

Data sheet D6

Thematic bookshop



SELF SERVICE LAUNDRY

Skills and resources

Laundries are normally divided into two categories: automatic washing machines and dry cleaners. The former use water, while the latter use a special kind of solvent to wash garments. The two activities are complements rather than substitutes, as dry cleaning customers need to wash clothes requiring special treatment (for example men's jackets or leather garments), while customers of automatic laundries need to wash the clothes they wear every day. This entrepreneurial idea requires significant investment for the provision of a fully automated service point. A back-office is necessary for the shop's perfect operation, maintenance, the supply of raw materials and advertising of the centre. To start this type of business, the following requirements must be met: competitive pricing and flexible opening hours (better if open all day); premises of at least 40 square meters, comfortable and equipped with chairs, to make the wait more pleasant and compensate for the lack of assistance; a person in charge of opening, closing and cleaning (no other fixed staff needed); and the use of large, fast and technologically advanced machinery. Overall, the workload is relatively limited. Some companies use a franchising formula; this can be particularly useful for those with no experience in the field, who can therefore find it challenging to operate and maintenance the washing machines.

Localization

The best places are the main regional centres, taking into account the following factors: the consumer base, and therefore the number of inhabitants in the Comune or town where it will operate; the type of inhabitants/residents (ex. students, foreigners, seasonal workers, tourists...); the competition (how many laundries, distance, location, type of services and machines); the location of the laundry (point of passage, visibility, parking available, proximity to shops that attract customers)

Synergies with other sectors

Maintenance of household appliances with industrial use, franchising companies, detergent manufacturers

Professional figures involved

Owner, cleaning staff and machinery

Useful Resources and Best Practices

https://www.consiglio.marche.it/banche_dati_e_documentazione/leggi/dettaglio.php?arc=vig&idl=1703

<https://www.ismu.org/migranti-africani-fanno-impresa-comunicato-stampa-12-10-2020/>

PERSONALISED TAILOR'S SHOP

Skills and resources

The basic skills needed are manual and technical in nature, as well as creative in the case of custom-made garments. Customer contact can be direct, by setting up a small store. Internet sales require a different organisation. The investment required to build a website equipped with e-commerce functions is not significant. The organisation of the company, from the point of view of the warehouse and order fulfilment, must be different from that of a traditional company. Items are not delivered in large quantities to wholesalers and shops, but tailored and shipped to individual customers.

Localisation

The business can be located anywhere in the region, though preferably in areas with high population density. Specialised tailoring services, paired with a website, offer growth potential for some small clothing companies. One example is the creation of custom-made garments whose technical characteristics are defined by precise parameters communicated over the internet and then issued to a series of manufacturers.

Synergies with other sectors

Clothing companies, haberdashery and fabric manufacturers

Professional figures involved

Tailor, mending specialist, sales assistant, web marketing expert, e-commerce

Useful Resources and Best Practices

<https://www.regione.marche.it/Regione-Utile/Attivit%C3%A0-Produttive>

<https://economiecircolari.eu/2020/09/01/al-via-il-ri-lab-di-eco-sartoria-nelle-marche-un-laboratorio-per-il-restyling-sostenibile-dei-vecchi-clothes>

PLAYROOM

Skills and resources

The physical investments for building such a structure are quite limited compared to more complex structures such as nursery schools. The setting up of a small room with games with sufficient. This must comply with regulations governing occupancy and safety measures. It is crucial that at least some of the staff have pedagogical training.

Localization

The need for educational and recreational centres for young children, as well as youth centres for older children, is most important in cities and towns undergoing demographic expansion, for example, those areas immediately inland. In any case, the centres may be opened anywhere in the region, although demand for such services is normally higher in major cities and areas undergoing population growth. It is also possible, however, that even smaller towns can have enough users to justify the creation of such a structure.

Synergies with other sectors

Local institutions, social cooperatives

Professional figures involved

Teachers, caregivers, qualified and unqualified personnel.

Useful Resources and Best Practices

https://www.consiglio.marche.it/banche_dati_e_documentazione/leggi/dettaglio.php?arc=vig&id=1481#art11

Skills and resources

In light of the trends described above, the need for mediation services appears to be increasing. It is reasonable to imagine new opportunities opening up for freelance work ventures.

To start such a business, specific skills and experience in social services are required, on the one hand, while on the other, the ability to build relationships with local institutions is important. An innovative service, it calls for creative skills, flexibility, and the availability to work at a fast pace. A mediator usually has significant life experience in another country — such as being born there or marrying a native — but this is not a binding requirement.

There is no one path to becoming a cultural mediator. The easiest route requires a high school diploma and the completion of a specialisation course organised by local authorities or the region (almost always free) that grants the qualification of cultural mediator (see link below). Economically and financially, this business certainly requires only modest levels of investment; however, you must connect with and support local authorities and institutions.

Localisation

The best location for such a business is in a location with a high concentration of immigrants that offers the possibility of collaborating with the local administration.

Synergies with other sectors

The start of this type of business would benefit local institutions by enabling them to more easily manage immigration flows. Local companies would also indirectly benefit from a new labour supply that is well integrated into the surrounding social environment.

Professionals involved

Cultural mediator, public institutions, social services professional

Useful resources and Best Practices

http://www.integrazionemigranti.gov.it/Attualita/Approfondimenti/approfondimento/Documents/mediazione_REGIONI/Marche/dgr_242_2010.pdf

HOME COOK

Skills and resources

A home cook provides (largely private) customers with the complete organisation of events, from more intimate affairs (dinner with family or friends) to those with many participants (for example, special occasions such as weddings). The cook suggests possible menus, purchases raw materials, prepares the meal and oversees the event.

They use the facilities (kitchen, furniture, etc.) provided by customers. Launching such a business entails specific skills and experience in the culinary arts and restaurant industry, organisation, creativity, adaptability to the needs of the different clients, and people skills.

The service does not require initial investments, since the home cook uses only those facilities made available by customers; should they wish to prepare complete meals on their own premises, they would instead enter the Catering field.

Localisation

The home cook operates on the client's premises and can be situated anywhere in the region.

Synergies with other sectors

Restaurants, catering companies, web marketing, e-commerce, wine shops

Professionals involved

Chef, assistant chef, catering staff

Useful Resources and Best Practices

<http://www.cuochimarche.it>

<https://www.mymarca.it/it/node/3312/chef-domicilio-cucina-con-i-tuoi-amici-insieme-al-nostro-cuoco-professionista-nella-nostra#tab-webform>

THEMATIC BOOKSHOP

Skills and resources

Opening a shop of this kind requires setting up a small sales space, well furnished, hospitable and equipped with a wide range of products. No commercial licenses or professional qualifications are needed. Subject expertise is an essential requirement for this business: it is what distinguishes small libraries from large chains, where assistance and advice are lacking. The ability to efficiently manage the warehouse and diversify inventory – possibly by also selling stationery products, toys, etc. – is of utmost importance.

Localisation

The shop should be located in one of the region's principal urban centres and possibly online.

Synergies with other sectors

Participation in specialised and trade fairs (e.g. The Bologna Children's Book Fair) is necessary. The organisation of workshops and courses for children and adults of all ages. The emergence of specialised shops can help diversify the choices available to consumers, innovate and distinguish the commercial network, and relaunch urban centres, often characterised by trends of homogenisation in supply terms.

Professionals involved

Warehouse clerk, staff with good linguistic knowledge in charge of purchasing and searching for texts; in the case of online sales, e-commerce and web marketing expert (independent contractor or employee), organiser of events and/or workshops for children or adults.

Useful Resources and Best Practices

<https://www.il-libro.it/>

<https://www.americanbookstore.it/>

OBLIGATIONS

Self-service laundry

This type of laundry has a much simpler bureaucratic process than a traditional dry cleaner and laundry. It is only necessary to:

- Inform the Comune of the business's opening by presenting the SCIA;
- Register for a VAT number
- Enrol in the Registro delle Imprese;
- Obtain the authorisation, referred to in article 64 of the Consolidated Law on Public Safety (T.U.L.P.S.),

Tailor's shop

A tailor's shop is an artisan business. As such, the following steps are required:

- Register for a VAT number and apply for a PEC (certified e-mail)
- Enrol in the Registro delle Imprese
- Register with the artisan section of INPS (National Institute for Social Security)
- Sign up for social security insurance at INAIL (National Institute for Insurance Against Accidents at work).



Toy library

This type of business can be approached in 2 ways. In the first case, the toy library is managed as a commercial business, for example by directly setting the prices. The second allows for a facilitated tax system, but prices must be kept low for associates.

What you need:

1- business:

- Register for a VAT number with the Agenzia delle Entrate;
- Enrol in the Registro delle Imprese at the Camera di Commercio;
- Request authorisation from the Comune to display a sign;
- Inform the Comune of the business's opening.

2- cultural association:

- Draw up a deed of incorporation and statute;
- Register the toy library with the Agenzia delle Entrate: a VAT number is required, as proceeds must be recorded.

Cultural mediator

Once they have obtained the needed expertise the mediator can decide whether to work as an employee or freelancer.

In the second case, they must register for a VAT number and enrol in the INPS' Separate Management regime.

Home Cook

What you need:

- Authorisation to serve food and beverages;
- Attend a hotel school and specialisation courses;
- Work for at least two years in restaurants or the food and beverage sector;
- Take courses in the sector's hygiene and health standards;
- Register with the Camera di Commercio;
- Register for a VAT number as a freelancer



Thematic bookshop

To open a bookshop, you must:

- Register for a VAT number
- Enrol in the Registro delle Imprese
- Inform the Comune of the business's opening (at least 30 days before start-up)
- Register with the social security service (INPS) and National Institute for Insurance Against Accidents at Work (INAIL)

In addition:

- Request authorisation to display a sign
- Pay rights to the Italian Authors and Publisher's Society (SIAE) for music/video distribution in the bookstore
- Obtain permission from the vigili del fuoco (if the quantity of paper stored on the premises exceeds a certain threshold, or for very large premises)
- Obtain health clearance from the ASL
- Ensure that the structure complies with all legal regulations concerning hygiene, safety, accessibility and urban planning, setting up the facility according to the activity to be carried out there (requirements differ for a simple bookstore, bookstore with café, children's area, and so on)

Should you wish to add a café or restaurant service to your bookshop, you must also comply with the requirements for a restaurant business (SAB and HACCP certificates, kitchen and coffee bar area in compliance with the law, ventilation systems, etc.).



Web

Demand, supply, market attractiveness

The pandemic has put a strain on commercial networks worldwide, but above all in Italy. While online sales have long been a feature of the Italian economy, they did not take off until early 2020, when the Covid-19 crisis “forced” citizens to buy goods on the Internet. This has allowed us to “capture” the consumer preferences of Italians. From 2019 to the beginning of 2020, 42% of consumer purchases were in the leisure sector, followed by tourism with 25%, according to data from a study carried out by Casaleggio Associati. The remaining share of consumption is divided between online purchases from shopping centres (15.5%), insurance (4.6%) and electronics (3.3%). This strong polarisation allows us to outline the “commercial diet” of Italians. In fact, the estimated sales volume was 48.5 billion euros in 2019 (an increase of 17% from 2018). A further 20% increase is forecast for 2020.

Despite the encouraging data, there is another aspect to consider. The available data reveal that the impact of coronavirus on e-commerce has not been positive for all Italian businesses. In fact, 54% of e-commerce companies have seen a decline in sales volume, especially in the clothing and household goods sectors. Only the remaining have 21% benefited from online sales, while 25% are still being analysed. This fact highlights an important aspect of Italian digitalisation: Not all businesses were ready to move their sales exclusively online. Many companies experienced difficulties in managing their website, while others struggled with warehouse logistics. We can deduce that there are still grey areas in Italian e-commerce. However, these obstacles can be overcome with a careful and persistent process of digitalisation. Clearly, the ideal would be to entrust the creation of e-commerce sites to outside experts. That way, companies would be prepared to compete in the online marketplace, with all its challenges, in 2021. (Statistical sources: Casaleggio Associati, e-commerce report 2020)

Data sheet E1 ***Social media manager/marketing***

Data sheet E2 ***Website creation***

Data sheet E3 ***E-commerce***

SHEET 1

SOCIAL MEDIA MANAGER

Skills and resources

This business requires both computer skills and, above all, a deep knowledge of how to use social networks as a communication tool. Professionals must be able to:

- choose the most suitable and effective social network channels to introduce and publicise the company;
- create well-written, short and effective posts;
- do so professionally, but adopting a personal style;
- communicate with the people you contact, replying to messages and comments (even negative ones);
- use social network channels as part of customer relationship management;
- place the company and brand at the centre of conversations, in an intelligent way;
- facilitate interaction with people interested in the company, encouraging them to participate in the dialogue.

The necessary physical investments are modest, as they entail setting up a small office equipped with some simple computer stations.

Localisation

There is no typical location for this type of business, although localisation in larger urban centres may help you reach more potential customers (companies).

Synergies with other sectors

Good communication services can strengthen the marketing of the companies that use them, encouraging their development.

Professionals involved

Marketing associate, social media manager, social media marketing, digital marketing

Useful Resources and Best Practices

<https://www.cliclavoro.gov.it/approfondimenti/Come-fare-per/Pagine/Come-fare-il-Social-Media-Manager.aspx>

<https://www.cliclavoro.gov.it/approfondimenti/Come-fare-per/Pagine/Come-fare-Digital-marketing.aspx>

WEBSITE CREATION

Skills and resources

This is a business with a large amount of consulting. Creating websites on behalf of client companies presupposes a deep knowledge of computers and their continuous evolution, graphic skills and expertise about effective methods of organising and promoting the site on the main search engines (indexing). You also need to know and understand the internet-based commercial strategies of the most important and innovative competitors.

Localisation

The business can be located anywhere in the region; to be close to the main customers, however, it is preferable to be located in one of the most important urban centres.

Synergies with other sectors

Good communication services can strengthen the marketing of the companies that use them, encouraging the business's development and awareness of it in any place, without geographic restrictions.

Professionals involved

Website developer, SEO manager

Useful Resources and Best Practices

<https://www.cliclavoro.gov.it/approfondimenti/Come-fare-per/Pagine/Creare-un-sito-Internet-aziendale.aspx>

<https://www.cliclavoro.gov.it/approfondimenti/Come-fare-per/Pagine/Come-fare-per-diventare-SEO-Manager.aspx>

Skills and resources

Undertaking e-commerce sales is quite simple. From an organisational point of view, e-commerce profits depend on the choice of products, selection of suppliers, presentation methods, pricing, and delivery and collection methods.

To run an e-commerce store, warehouse management is crucial to avoiding unsold inventory, increasing stock rotation and attaining higher levels of profitability.

Localisation

Localisation can take place anywhere in the territory; for logistical reasons, however, the business should be situated in an urban centre, well connected with transport routes.

Synergies with other sectors

Good online sale services can help provide market outlets for products and services without having to use traditional distribution structures.

Professionals involved

E-commerce manager, marketing associate, social media manager, warehouse worker.

Useful Resources and Best Practices

<https://www.cliclavoro.gov.it/approfondimenti/Pagine/E-commerce.aspx>



OBLIGATIONS

From a bureaucratic point of view, as with all professional activities, you need to:

- Register for a VAT number;
- Register with the Camera di Commercio;
- Send a Certified Report of Business Opening (SCIA)
- Register with the social security service (INPS) and National Institute for Insurance Against Accidents at Work (INAIL)

In addition, e-commerce must comply with the professional and legal requirements for the specific type of goods handled.



Activities aimed at foreigners

Demand, supply, market attractiveness

Culinary businesses have become widespread in the Marche region in recent years. They produce and directly sell takeaway foods to the public (fresh pasta, piadine, pizzas, kebab, etc...). Their spread is explained by the need of an increasing number of people and families to buy ready-to-eat meals of good quality and at low prices.

Street markets, both traditional and those selling ethnic products like collectables, accessories and clothing, are another sector employing non-EU nationals.

Finally, agencies aiding foreign and non-EU citizens with bureaucratic procedures, solving problems and speeding up applications of different kinds in exchange for relatively low fees are a particularly flourishing sector. The advantage of these agencies is that they offer a single centre for all bureaucracy and certificates, from translations to consular visas, from car paperwork to school etc. Often, they also offer the possibility of sending money abroad and act as a currency exchange.

Data sheet F1

Ethnic convenience store

Data sheet F2

Street market

Data sheet F3

(Ethnic) deli

Data sheet F4

Multiservice centre for immigrants

SHEET F1

ETHNIC CONVENIENCE STORE

Skills and resources

An ethnic convenience store can be opened with limited investment in terms of both equipment and warehouse stock. However, knowledge of the supplier network for ethnic products and store management skills are required. Food sales require a food trade authorisation.

Localisation

Stores should be located in the region's most important urban centres.

Synergies with other sectors

A good service, as described, can contribute to the spread and commercialisation of characteristic ethnic, agricultural and handicraft products.

Professionals involved

Store manager, sales rep., buyer, counter rep.

Useful Resources and Best Practices

<https://www.mixmarkt.eu/it/home/supermercati/> (present in Marche at Fano)

STREET MARKET

Skills and resources

Opening a street market is subject to the same commercial regulations that distinguish between food and non-food goods. Permits are required to occupy different marketplaces and areas. Investments in sales structure (vans, display stands, etc.) can be significant, especially for the food trade. Compared to fixed-site sales, street markets require a completely different organisation of one's time and considerable enterprise in identifying where to set up the business throughout the year.

Localisation

The business's registered office may be located anywhere in the region. Day-to-day operations will be carried out in the marketplaces that the merchant considers most appropriate.

Synergies with other sectors

An efficient street market network diversifies supply and improves the quality of life of residents.

Professionals involved

Sales rep., business manager

Useful Resources and Best Practices

<https://www.regione.marche.it/Entra-in-Regione/Commercio-Marche/Aree-tematiche/Aree-pubbliche/Normativa>

<https://www.regione.marche.it/Entra-in-Regione/Commercio-Marche/Aree-tematiche/Aree-pubbliche>

DELI AND ETHNIC FOODS

Skills and resources

There are no specific entrance barriers to the opening of a specialised delicatessen. The owner must obtain the required qualifications to sell food products. Initial investments are normally limited. However, the ability to choose suppliers and organisational expertise are needed to reduce production time and match the pace of demand.

A decisive factor for the success of the business is its location relative to resident and tourist traffic. The consumers of such products need to save time, even in reaching the point of sale.

Localisation

As with all commercial activities, the location must be carefully assessed in relation to the number of residents, traffic flows and installation costs. A few years ago, the most suitable location was in the region's major urban centres and in proximity to the most popular tourist sites; today, these businesses have also spread to more peripheral cities and towns.

Synergies with other sectors

The opening of quality delicatessens helps reduce food costs for residents and improves their quality of life.

Delis can also provide a service to tourists. Due to its low cost, ethnic food reaches a wide range of customers.

Professionals involved

Chef, sales rep., business manager

Useful Resources and Best Practices

<http://www.scienzaegoverno.org/article/cibi-etnici-una-categoria-di-alimenti-crescente-diffusione-italia>

MULTISERVICE CENTRE FOR FOREIGNERS

Skills and resources

Opening a centre that provides an array of services for foreigners requires various technical skills. The preparation and compilation of documents relating to residence permits, renewals, family reunification, etc. require a high level of knowledge of Italian and EU legislation, bureaucratic procedures and documents.

The physical investments to open an office are not high; to start out, the rental of a small space and purchase of needed equipment, including IT equipment, is enough.

Localisation

The company's registered office may be anywhere in the region, but the region's important urban centres are the most attractive location.

Synergies with other sectors

A centre that helps foreigners fill out paperwork and applications can improve their quality of life and reduce time lost to bureaucracy.

Professionals involved

Consultant, administrative staff, employee

Useful Resources and Best Practices

<https://portaleimmigrazione.eu/come-aprire-unagenzia-di-pratiche-per-stranieri>



OBLIGATIONS

Ethnic convenience store

the reference legislation is the general regulation of retail trade, therefore:

- Register for a VAT number
- Enrol in the Registro delle Imprese and register with INPS and INAIL
- SCIA notification for small sales facilities (store area less than 250 square metres)
- Obtain health clearance from the local health authority (ASL)

Street market

Once the type of market stand to be opened has been decided, you need to:

- Submit a request for administrative authorisation to the Comune (i.e. apply for a license);
- Register for a VAT number with the Agenzia delle Entrate;
- Register with INPS and INAIL;
- Register with the Camera di Commercio.

Deli

A deli is an artisan business. Therefore, you must:

- Register for a VAT number
- Register with INPS and INAIL
- Register with the local Camera di Commercio
- Inform the Comune of the business's opening (SCIA)
- Obtain health authorisation from the ASL and submit documentation relative to equipment that could pollute
- Attend a Food and Beverage Administration (SAB) course and possess HACCP certification.
- Obtain a commercial license from the Comune's commercial office;
- Communicate the potential sale of alcohol on the premises to the Agenzia delle Dogane;
- Obtain authorisation from the Comune to display a sign.

MULTISERVICE CENTRE

Multiservice center

To open a multiservice agency, you must follow this bureaucratic procedure:

- Send a request to the Dipartimento delle Comunicazioni (Department of Communications) to obtain approval from the Ministero dello Sviluppo Economico (Ministry of Economic Development)
- Obtain the individual license allowing you to offer different types of services
- Register for a VAT number
- Enrol in the Registro delle Imprese (Camera di Commercio)
- Register with INPS (in the case of an individually owned and operated company)
- Communicate the business's opening to the Comune (SCIA)

Other activities

Demand, supply, market attractiveness

Boiler maintenance services require frequent assistance to the customer, in view also of the legal obligations provided for by Legislative Decree 192/2005, concerning periodic mandatory maintenance (from 1 to 4 years depending on the boiler). Thanks to the Boiler Bonus, older and more polluting technologies are being abandoned in favour of new-generation condensing or biomass boilers, for example. These technologies require constant updating by those who carry out periodic checks.

The demand for cybersecurity and multi-level video surveillance cybersecurity is expected to increase in 2021. At the same time, the implementation and development of 5G technology will drive the spread of AIoT (artificial intelligence of things) for industrial and consumer applications. The key factors in this area will be sensors, cameras, big data and clouds and network infrastructure. In addition to high-level security and video surveillance, security will focus on improving efficiency and reducing costs. These expansionary trends are only partly affected by the overall economic crisis. The result is a favourable context for the start-up of new companies specialised in the design and installation of security systems and in particular, video surveillance systems. Italy has one of the lowest homicide rates in Europe, while home theft and armed robbery remain high compared to other countries despite improvements over the last decade. (Source ISTAT Sustainable and Equitable Welfare (BES) report 2020)

Data sheet G1

Boiler maintenance

Data sheet G2

Video surveillance

BOILER MAINTENANCE

Skills and resources

To start a company specialising in boiler maintenance, you need the appropriate professional qualifications and constantly updated training based on the type of boiler.

An efficient organisation that can provide customers with prompt service, managing effective and efficient reservations and interventions is also essential.

Professional activities in the region must be carried out using vehicles (vans) equipped with the necessary technology for measuring and testing machinery.

A centralised warehouse located at the business's headquarters must ensure the availability of the most commonly needed (if any) spare parts.

Localisation

Small or large towns, but with fast and efficient transport connections.

Synergies with other sectors

The spread of these services could increase the quality of life of residents and the security and energy efficiency of buildings.

Professionals involved

Maintenance technicians, warehouse workers, secretarial services

Useful Resources and Best Practices

https://www.regione.marche.it/portals/0/Energia/ImpiantiTermici/CURMIT_apparecchi_combustibile_solido.pdf

VIDEO SURVEILLANCE

Skills and resources

To start a company specialised in remote surveillance systems, professional skills, adequate technical expertise and a sharp focus on the constantly evolving world of technology are required. The products transmit information in a digital format, with special attention to internet accessibility and the quality of the images transmitted wirelessly and the use of dedicated apps to manage the system itself. Innovations in the sector that are beginning to take hold include solutions powered by solar energy and home surveillance.

Localisation

Although such businesses can target the entire region, areas with strong urban and building development and growth in small companies offer the greatest potential. In general, these are located immediately inland.

Synergies with other sectors

The spread of these services could increase the quality of life of residents and the security of buildings and urban areas in general.

Professionals involved

Consultants, specialised workers, technicians

Useful Resources and Best Practices

<https://www.comune.civitanova.mc.it/comunicati-cms/civitanova-marche-citta-con-piu-videosorveglianza-della-regione-e-una-delle-piu-sicure-del-centro-italia-con-cittadini-al-disotto-dei-50-mila-abitanti/>

<https://www.inail.it/cs/internet/attivita/prevenzione-e-sicurezza/promozione-e-cultura-della-prevenzione/buone-prassi/utilizzo-della-videosorveglianza.html>



OBLIGATIONS

Boiler maintenance

The boiler technician is considered a craftsman. In addition to obtaining the professional technical requirements, working at an authorised company for at least 3 years, and obtaining the qualification of thermohydraulic plant engineer, they must:

- Register for a VAT number and apply for a PEC (certified e-mail)
- Enrol in the Registro delle Imprese
- Register with the artisan section of INPS (National Institute for Social Security)
- Sign up for social security insurance at INAIL (National Institute for Insurance Against Accidents at Work).

Video surveillance

This is another example of an artisan business authorised to practice the profession. This specific qualification is obtained through one of the following degrees:

- Degree in a specific technical subject from a state or legally recognised university.
- Diploma or qualification obtained at the end of secondary school, with specialisation in the field of activity, followed by a period of employment of at least two consecutive years by a business in the field;
- A certificate obtained as per current legislation after a period of employment of at least four consecutive years by a business in the field;
- Enrolment in a professional association for those individuals in possession of the professional requirements, as per art. 109 of D.P.R. 06/06/2001, no. 380.

