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Scuola Superiore
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GRAND CHALLENGES: Companies and Universities working for a better society
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Orienting East Naples' new Special Economic Zone (SEZ) towards Circular Economy (CE) and Creative Industry (CI) for sustainable economic development

Authors:

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RESEARCH OBJECTIVE

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The objective of this exploratory research was to provide alternative redevelopment strategies going beyond “business as usual” but are **more aligned with the sustainable development of tomorrow.**



Post COVID-19: “Build Back Better”





SUSTAINABLE DEVELOPMENT GOALS



SUSTAINABLE ECONOMIC DEVELOPMENT

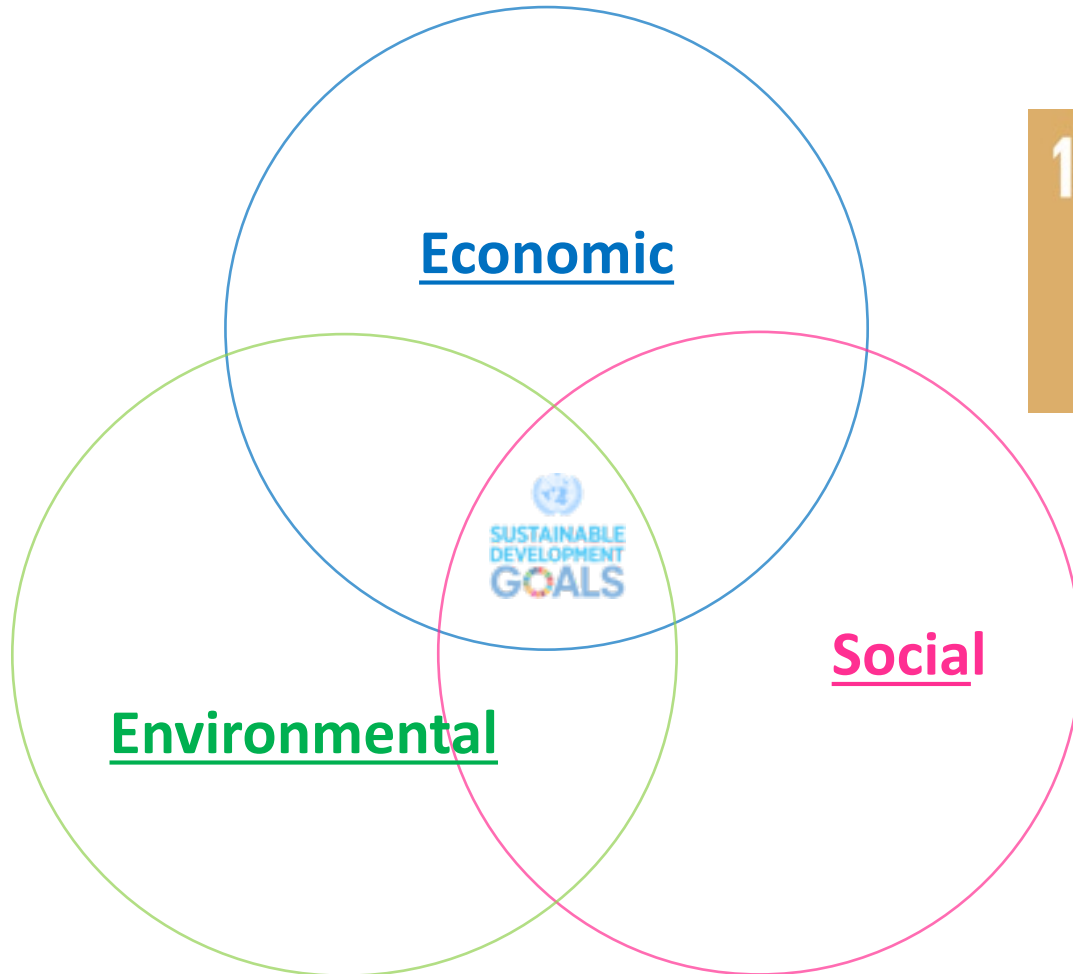
Raymond Saner *Titular Professor in Economics Department, Basle University*

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Sustainable Economic Development



- 12.2** By 2030, achieve the **sustainable** management and **efficient use of natural resources**
- 12.5** By 2030, **substantially reduce waste** generation through prevention, reduction, recycling and reuse
- 12.6** Encourage companies, especially large and transnational companies, to **adopt sustainable practices** and to integrate sustainability information into their reporting cycle
- 12.7** Promote **public procurement practices that are sustainable, in accordance with national policies and priorities** and promotes local culture and products

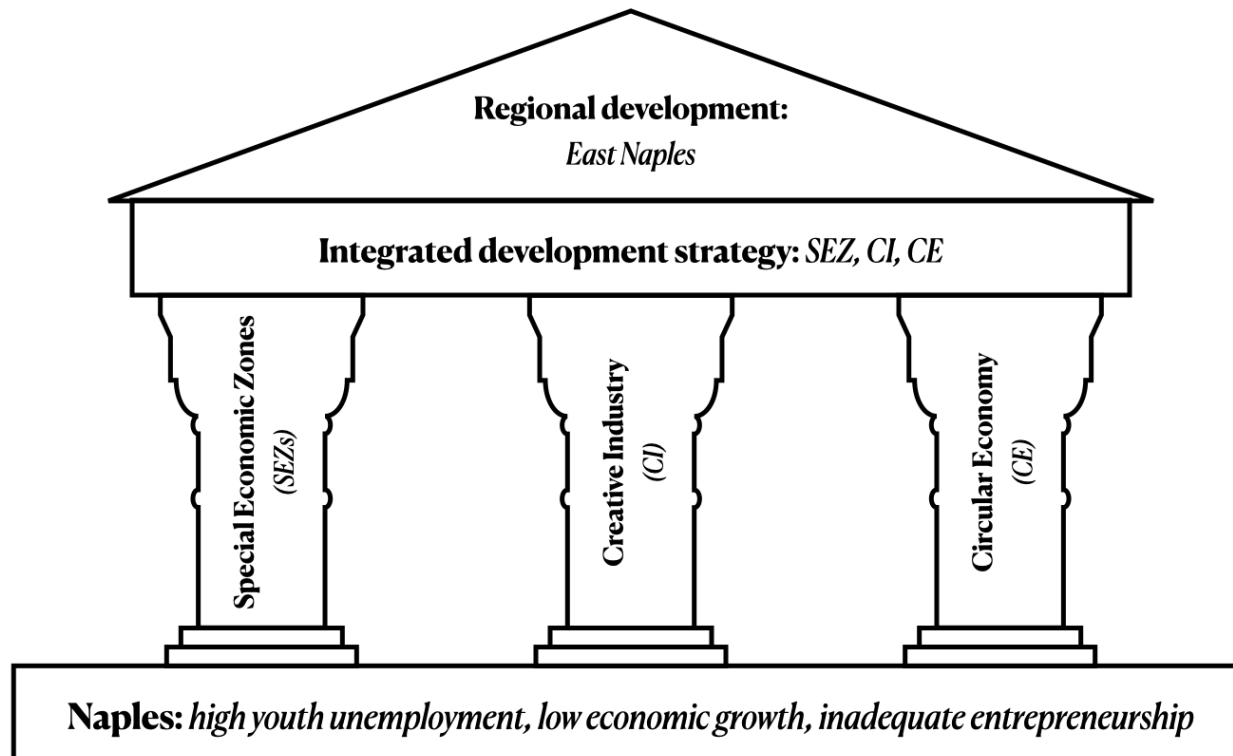


ORIGINALITY

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Exploring the synergistic potential of simultaneously applying a **three-prone urban development strategy** that aligns SEZ policies with a creative industry and circular economy nexus. **This has not been done so far.**



Theoretical Framework

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- Based on extensive literature review of the basic concepts of this proposition, namely development theory of Special Economic Zones, Circular Economy and Creative Industry.
- This spatial oriented development proposition is particularly relevant today in light of the COVID-19 Pandemic and its negative economic and social consequences



NEXT SPEAKER



Piero Accardo

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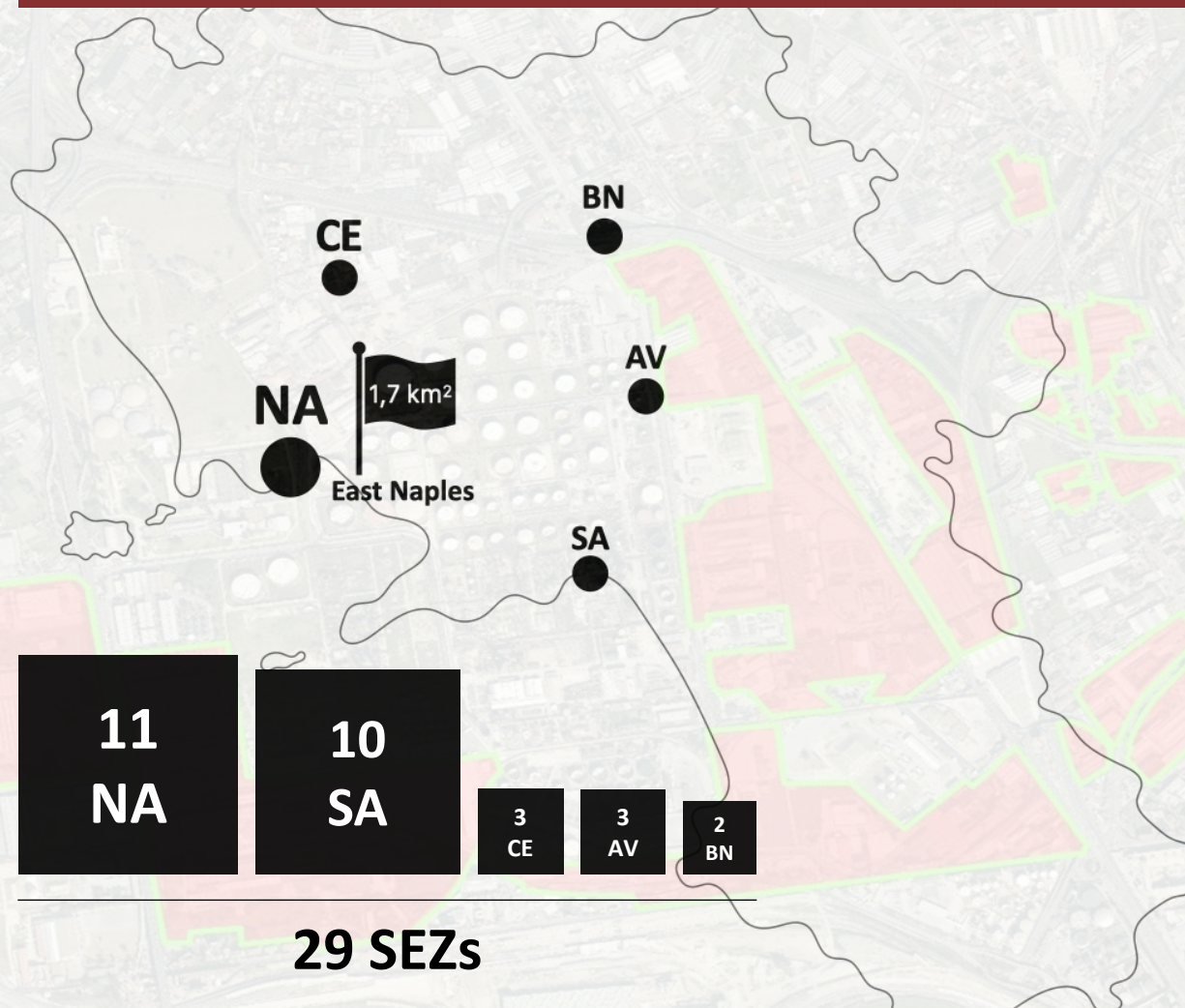


EAST NAPLES SPECIAL ECONOMIC ZONE

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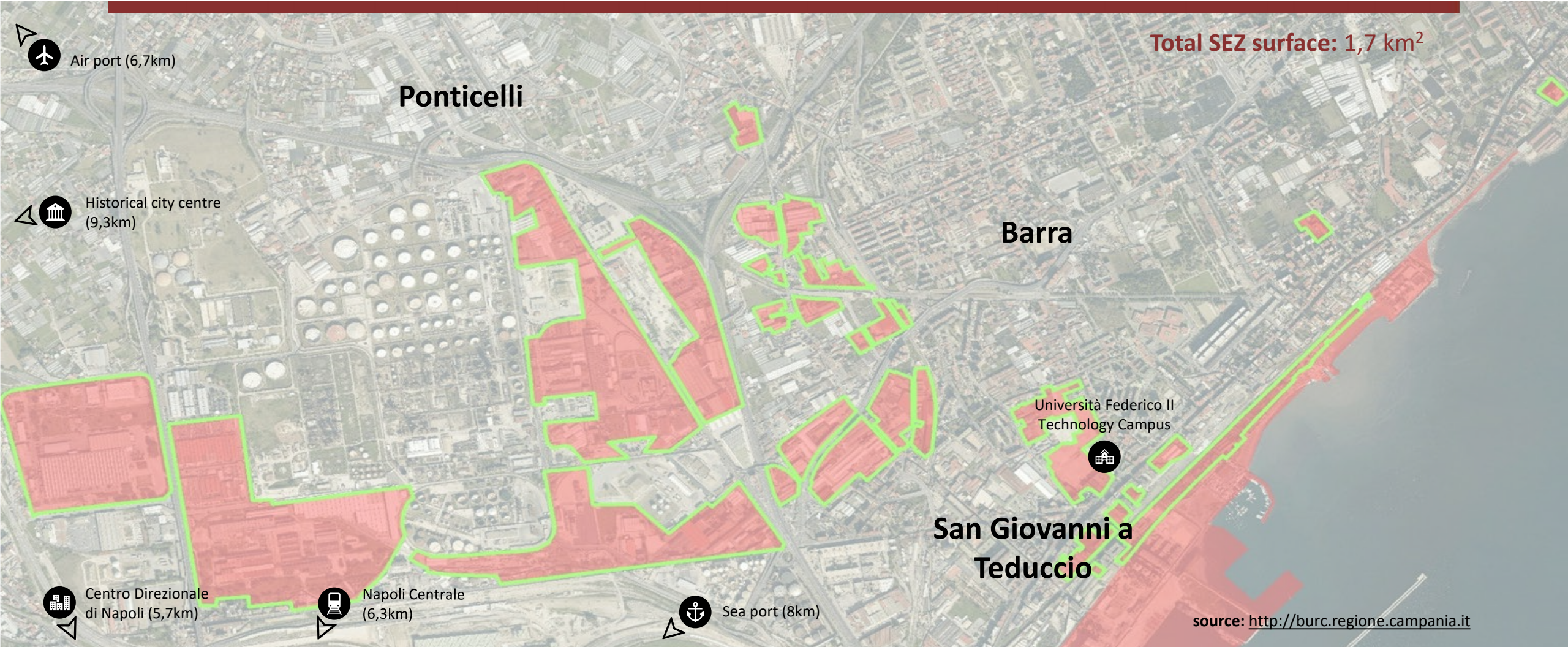


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SPECIAL ECONOMIC ZONES

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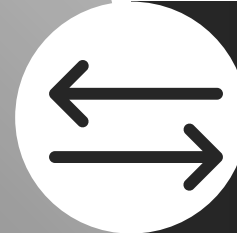


Definition

“SEZs are geographically delimited areas within which governments facilitate industrial activity through fiscal and bureaucratic incentives, particular regulatory framework and infrastructure support, with the purpose to boost the economy.”
(UNCTAD, 2019)



Economic development



Technology transfer



Skills upgrading



NEXT SPEAKER



Lichia Yiu

President

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CIRCULAR ECONOMY (CE)

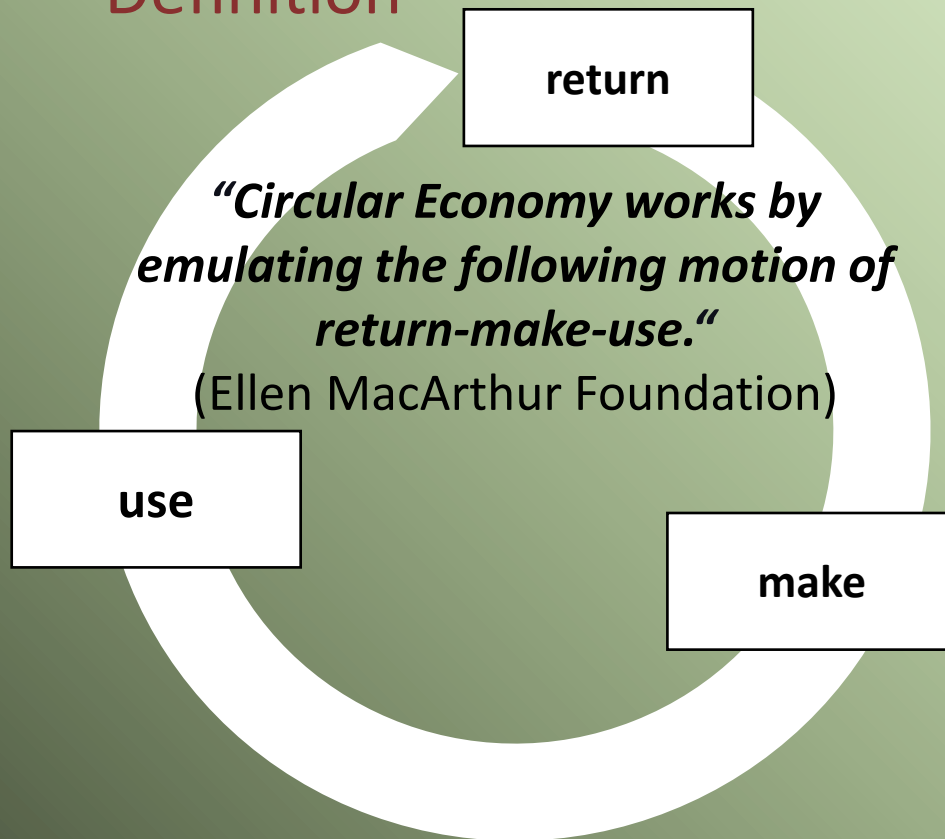
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Definition



Safeguard of natural environment



Infinite reuse of resources



Zero waste



CIRCULAR ECONOMY (CE)

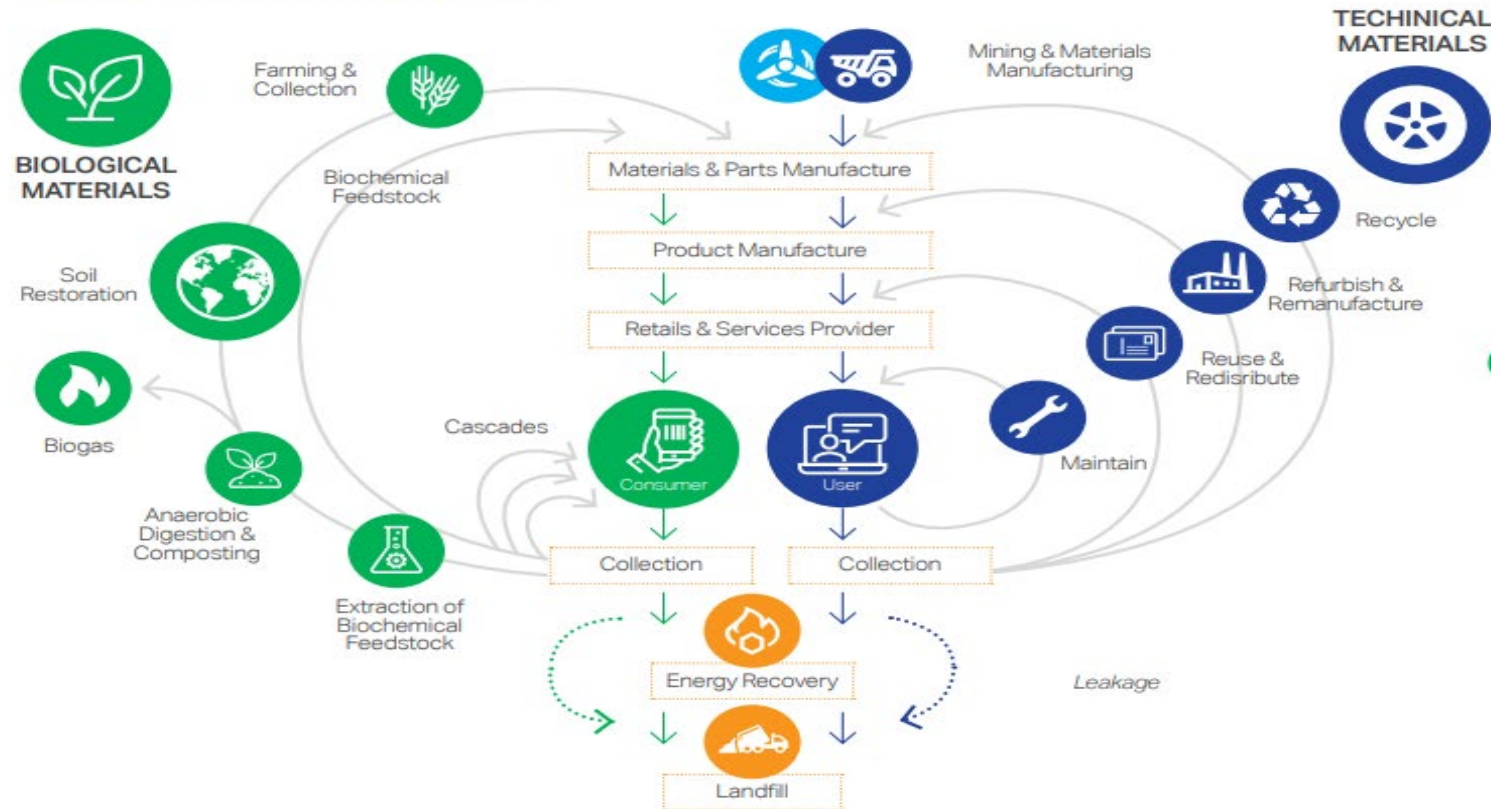
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Figure 1:
Outline of the circular economy*



Transitioning to the circular economy will catalyze the most transformational economic, social and environmental changes since the First Industrial Revolution

*Adapted from EMF <https://www.ellenmacarthurfoundation.org/>

OPPORTUNITIES PRESENTED BY CIRCULAR ECONOMY (CE)

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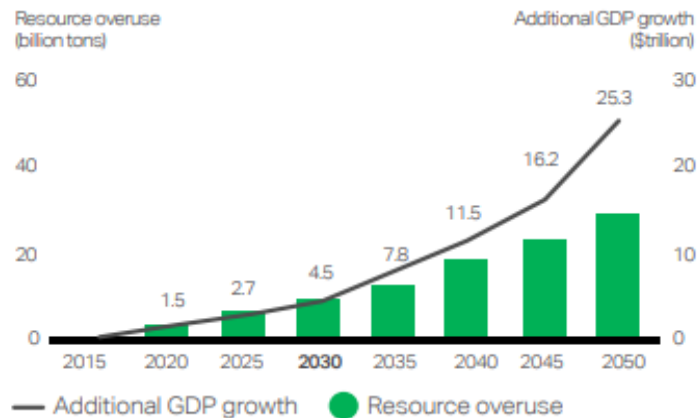


Opportunities

GDP Growth

Transitioning to a circular economy can unlock global GDP growth of \$4.5 trillion by 2030 and will enhance the resilience of global economies.

Figure 4:
More GDP with fewer resources



Source: "Waste to Wealth," Accenture Strategy 2015

Business and societal benefits

Job creation: through circular principles, up to 500,000 additional jobs created in France alone.

(Source: Club of Rome (2016): The Circular Economy and Benefits for Society – Jobs and Climate Clear Winners in an Economy Based on Renewable Energy and Resource Efficiency, <https://www.clubofrome.org/wp-content/uploads/2016/03/The-Circular-Economy-and-Benefits-for-Society.pdf>)

source: https://docs.wbcsd.org/2017/06/CEO_Guide_to_CE.pdf

EXAMPLES OF «GREEN» ZONES

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1



in 2018 lunched the **RCES (Regional Circular and Ecological Sphere)**

2



in 2014, the World Bank conceptualized a new economic zone as:
Low-Carbon Zone



Transformational change across a region

(Source: <http://eri-kawasaki.jp/english/wp-content/uploads/2019/03/Eco-town-Circular-Economy-and-Green-City-Innovation.pdf>)



Kawasaki Eco Town, Japan

CREATIVE INDUSTRY (CI)

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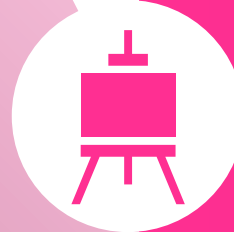
Piero Accardo *Research Assistant, Centre for Socio-Eco-Nomic Development (CSEND)*



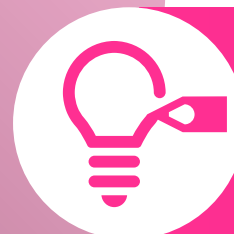
Definition

“Creative Economy is a system in which knowledge-based skills represent assets to run economically profitable activities. The output of those activities can take the shape both goods and services.”

(John Howkins, 2001)



Creative goods



Creative services



CREATIVE INDUSTRY (CI)

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Creative goods

Video games

Handmade objects

Books

Art works

Ad & Marketing

R&D

Design

Consultancy

Media

Creative services



CREATIVE INDUSTRY (CI)

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Cultural and Creative Industries generate worldwide business opportunities:



\$ 2250 billion of revenues

TOP 3 EARNERS

Television (\$ 477 billion)

Visual Arts (\$ 391 billion)

Newspapers and Magazines (\$ 354 billion)



29,5 million jobs

TOP 3 EMPLOYERS

Visual Arts (6,73 million)

Music (3,98 million)

Books (3,67 million)

(Source: UNESCO, The First Global Map of Cultural and Creative Industry

https://en.unesco.org/creativity/sites/creativity/files/cultural_times_the_first_global_map_of_cultural_and_creative_industries.pdf)

NEXT SPEAKER



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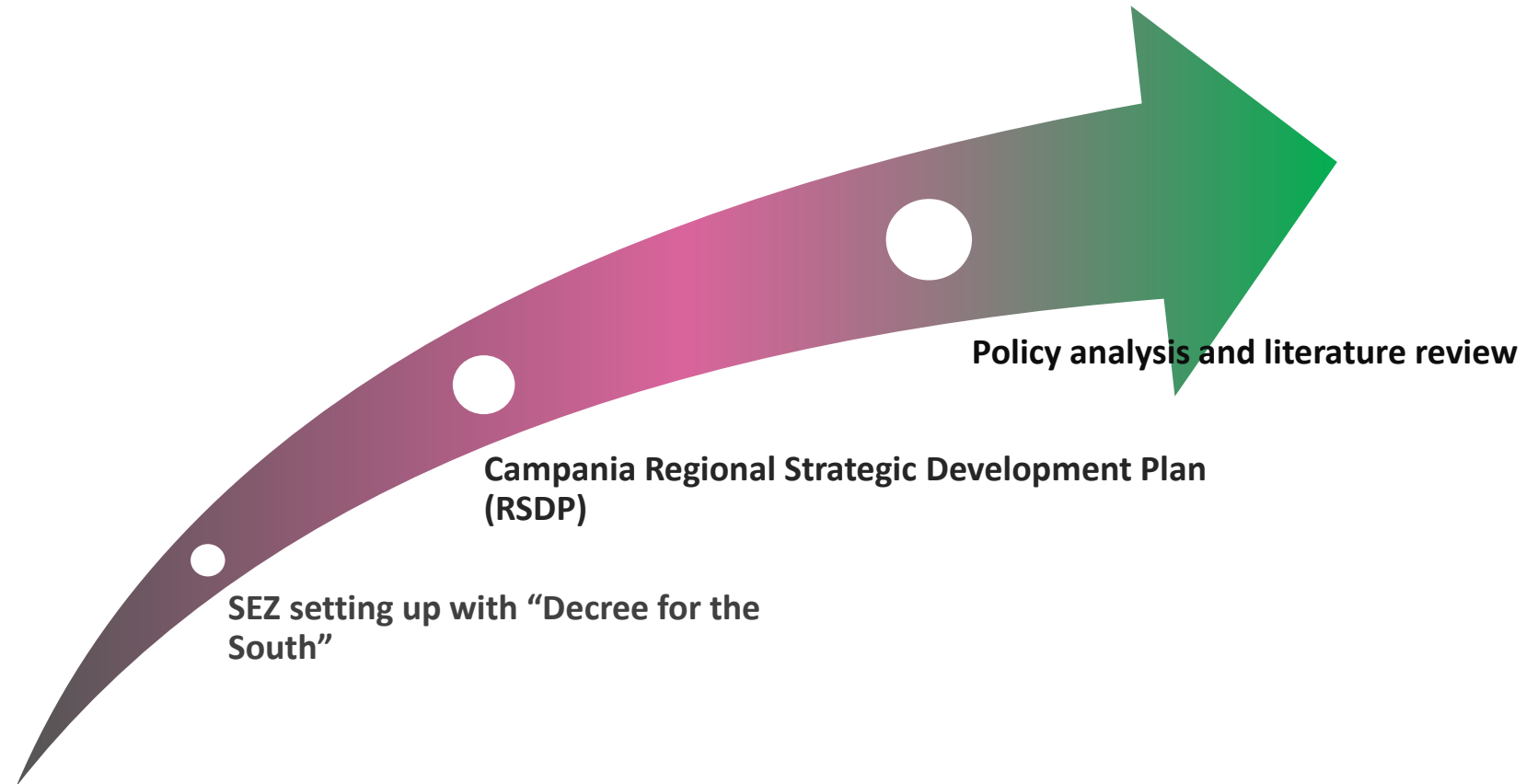


SEZ POLICIES ENABLING **CI** CREATION AND **CE** TRANSITION

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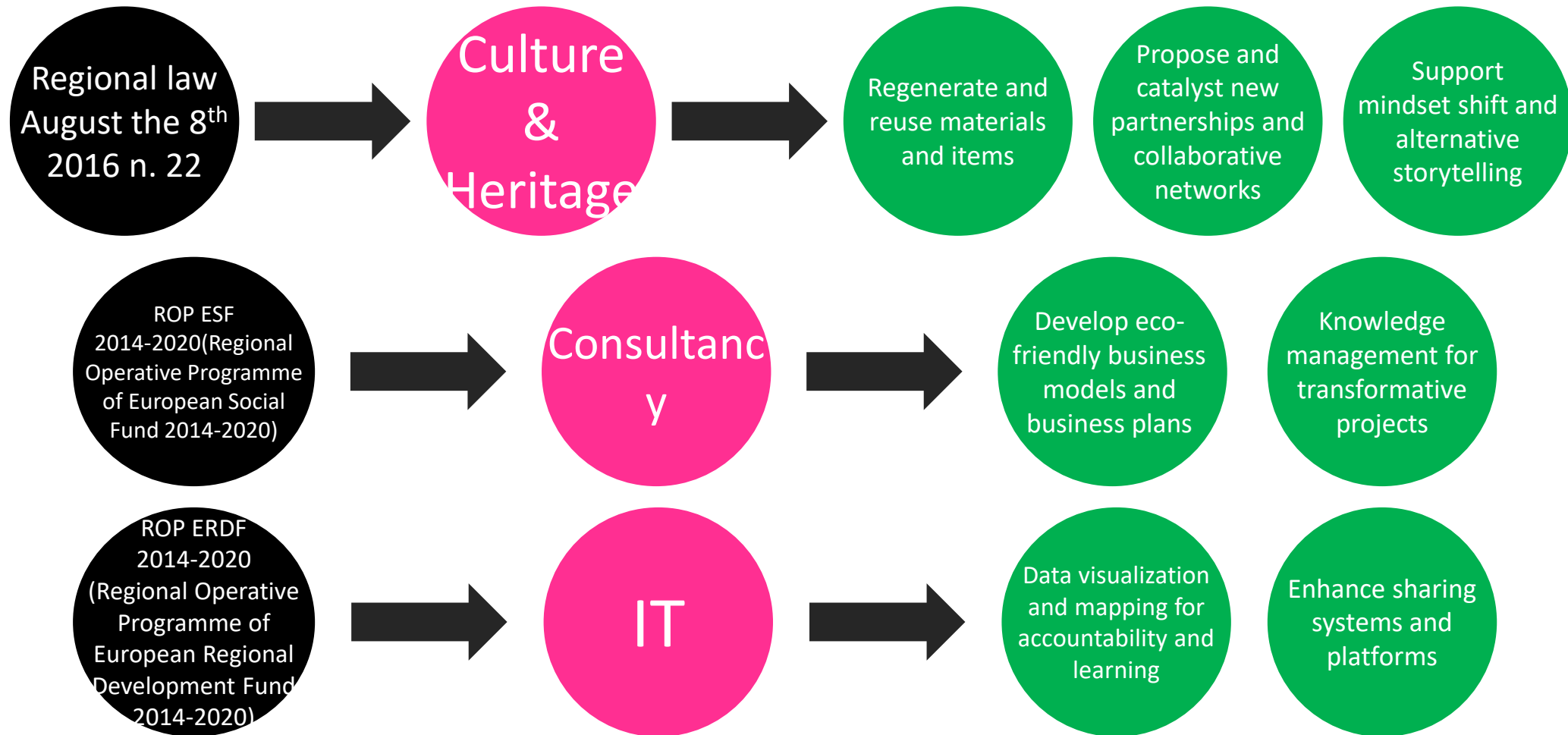
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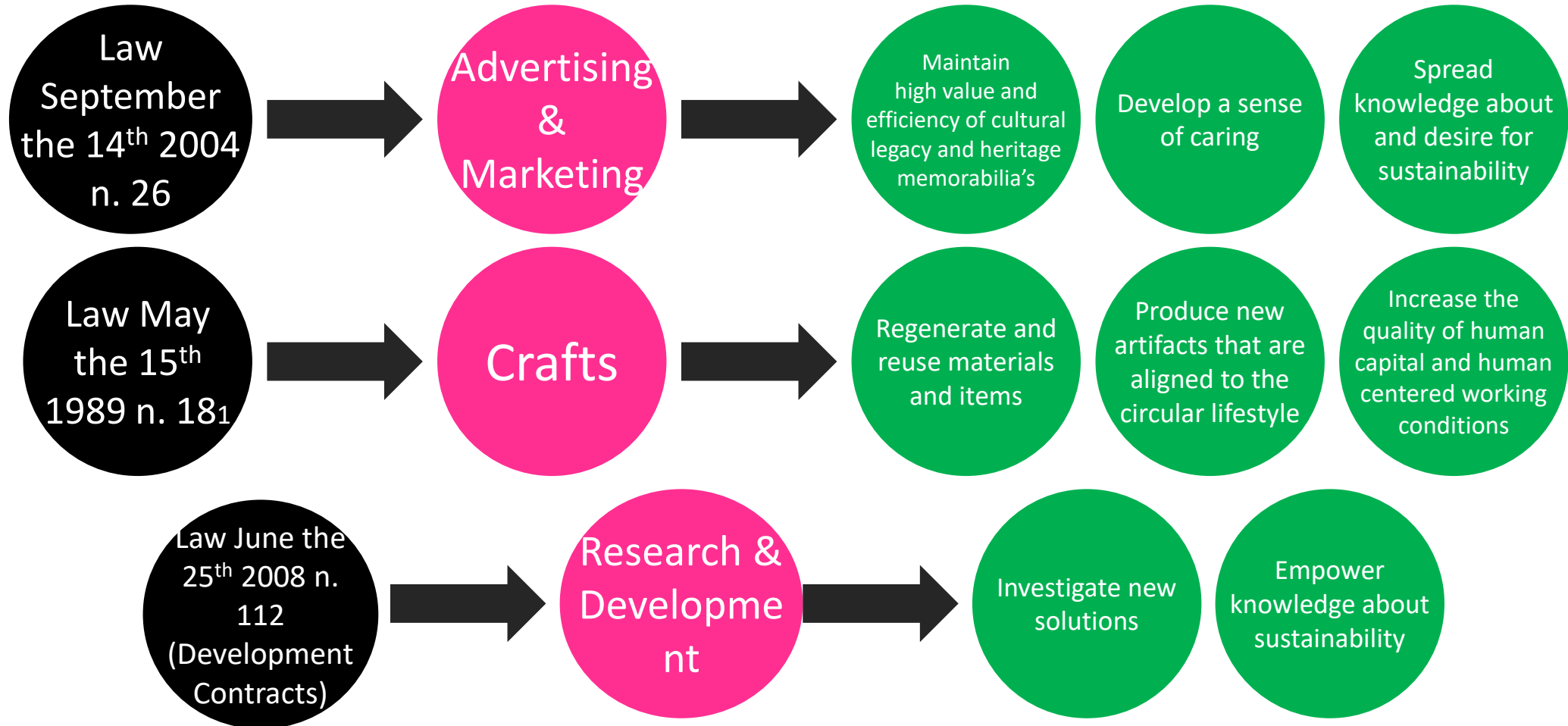


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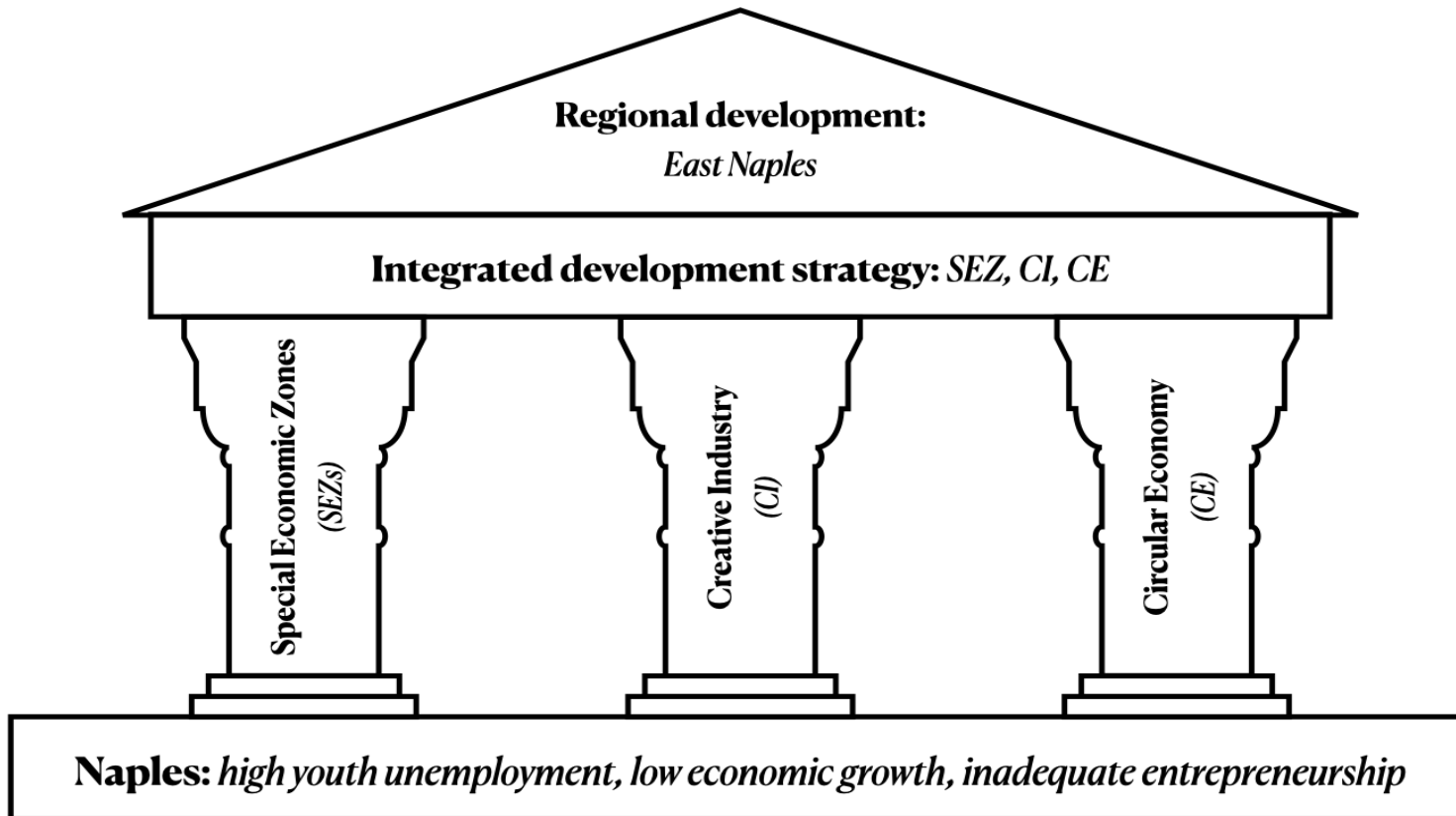


CONCLUSION

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Post COVID-19: “Build Back Better”

- SEZ policy that incentivizes CI & CE start-up enterprises
- SEZ administrative practices that does not generate undue obstacles
- SEZ skill development plan based on co-determination of beneficiaries



Q&A

Orienting East Naples' new Special Economic Zone (SEZ) towards Circular Economy (CE) and Creative Industry (CI) for sustainable economic development



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