

MANTUA AGRICULTURE & SUSTAINABILITY PROJECT



COMUNE DI
SUSTINENTE

MIPIM
2020



MIPIM 2020

Mantua Agriculture & Sustainability Project (MASP)

SOCIAL AND ENVIRONMENTAL IMPACT

Nowadays, in order to evaluate an investment, it is necessary to identify, besides the economic value that the project generates, also other types of **intangible values** that however impact on people's lives. In fact, **each investment has an impact on both society and the environment.**

A general and straightforward instrument in order to make such an evaluation is the list of the **17 Sustainable Development Goals** established by the **United Nations** in 2015 within the framework of **Agenda 2030**, specifically identified to safeguard social and environmental values within world economies.



Specifically, MASP responds to the following SDGs.

SDG 4: Quality education. Providing an high quality post-diploma education is a right that is only **partially guaranteed** for Mantuan people. Indeed, in Mantua, there is a university hub where some universities have their own branch, in total there is an offer of only 7 degree courses. This implies that young Mantuans must, by necessity, bear many costs to **study outside** in other universities. Post-diploma not university courses are also not widespread. Courses offered by MASP do not solve entirely the lack of opportunities and the problem of out-of-school students, but, at least, it implements an **innovative training offer** not only for Mantua but also for the surrounding areas.





SDG 5: Gender equality. MASP could become a **crowbar to undermine the ancestral inequalities**



present in sectors such as agriculture, food processing and mechanics. This goal can be achieved by an institution as MASP through: internal personnel recruitment policies aimed at **not discriminating** in any way their collaborators and interventions aimed at doing growing awareness in workers and entrepreneurs in neighboring areas.

SDG 6: Clean water and sanitation. The large presence of intensive farms, reinforced by



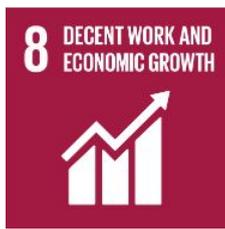
ignorance and selfishness, has polluted the aquifers of the Mantuan territories. In particular, water abounds with **arsenic, nitrates, calcium and chlorides** of various kinds. Thousands of families are not yet connected to **public water** and drink water from wells. MASP, with its technology transfer and knowledge activity, will be at the forefront to make families aware about the **abandonment of the wells** and farms aware about the **rational spreading** of livestock waste.

SDG 7: Affordable and clean Energy. MASP will be one of the principal actors capable of boosting



and organize a network of structures able to converting gas, contained in zootechnical wastes of which the territory abounds, in electricity or methane for heating systems. **Green energy** is the first step our community must take to become a **zero-impact energy community in 2050**. Only the competence of experts in agricultural sciences, environmental and energy engineering such as MASP professionals can enable achieve this goal.

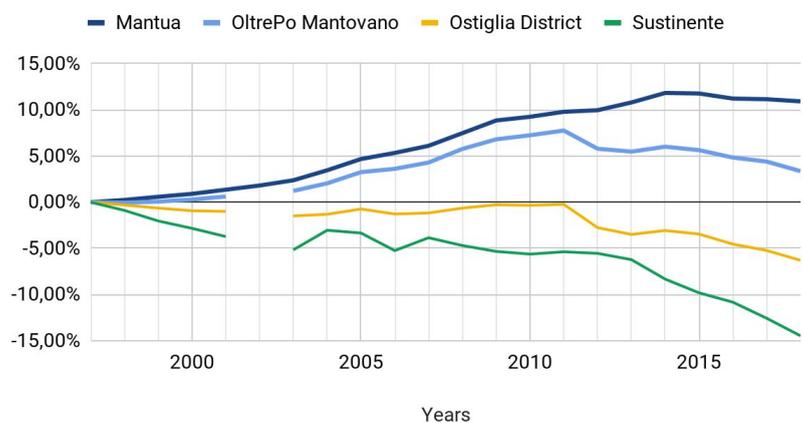
SDG 8: Decent work and economic growth. The territory of **Sustinente**, enclosed in the **Ostiglia**



District, as well as the entire surroundings area of the **Oltrepò Mantovano**, has for years been suffering a marked

demographic depression strongly correlated to the incapacity at local level to develop entrepreneurial activities able to attract and retain new added value. This socio-economic depression is observed in **four phenomena**.

Percentage change in the population since 1997



- The average income is among the lowest between the Lombardy levels. Only **20%** of the population earns an income exceeding € 26.000, while only **2%** registers incomes above € 55.000.
- Educational rates are well below the regional average, only **20%** of the population has a degree.
- The average age is above the regional average (**49 years**).
- There is a strong tendency of the **under 35s** to leave the territory.



For this reason, MASP innovation and technology transfer activity is **essential** to **increase the competitiveness** of local businesses through:

- the creation of jobs with **high human capital**, especially for young people;
- the increase in **labor productivity**, with a consequent increase in incomes and in the well-being of workers and their families.

SDG 9: Industry, innovation and infrastructure. Mantova needs to develop an industry and



infrastructure that will **stimulate new sustainable business models** in the area. In order to do this, skills are needed that **are not present** in the area **at the moment**. The professors and professionals of the MASP, thanks to their different specializations, can create teams of professionals unique in the territory able to implement **new ideas, knowledge** and **business models** on the territory. **Innovation is already**, and will be even more so in the future, **the engine of economic and social growth** of a territory and, with MASP, Mantua and the surrounding cities will have an innovative laboratory of ideas and knowledge.

SDG 10: Reduced inequalities. The **disparity** in the **various countries** of the world is growing, at the



same time, economical and educational inequalities within the **individual country** is also increasing. Northern Italy grows more than Southern Italy, but also within Lombardy there are disparities. Cities like Milan grow faster than Mantua, and Mantua grows while towns as Sustinente remain behind. The MASP project aims to **improve the living standards** of even small villages, **training young people** who will remain in Sustinente and small neighboring villages, **revitalizing their economy** and **speeding up their economical and social growth**.

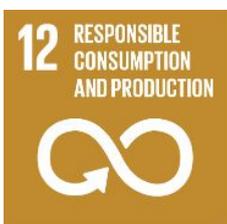
SDG 11: Sustainable cities and communities. How can an area in depopulation be sustainable,



taking into account that the average age is **50 years old**, the 25% of the population is **over 65** and the majority of young graduates are **forced to leave**? An area where **schooling rates** are **low**, **birth rates** at historic **lows** and **trust** in the future is **low**? **It is simply not sustainable**. **MASP**, by injecting new knowledge, skills, ideas and visions of the world into the community, **can help improve the sustainability of these territories**. Furthermore, only through the expertise of MASP professionals is it possible to achieve the **sustainable** use of the energy sources present in the area, in

order to reach the goal of zero emissions in 2050.

SDG 12: Responsible consumption and production. Guaranteeing **sustainable models of**



production and consumption of resources, especially in agricultural areas such as Mantua, is possible only **if the area has the appropriate skills** to implement them. MASP is the only project in Mantua able to generate these skills **permanently** to the territory. An agricultural territory can derive its source of **competitive advantage** in the responsible and efficient use of the many natural resources available to it.



SDG 13: Climate action. Climate change is a **global phenomenon**. At the same time **greenhouse gases emissions** are mainly generated in areas with high density of intensive farming and large factories like the **Po Valley**. Establishing a hub with the necessary skills to **reduce carbon dioxide and methane emissions** can help to reduce the negative impact that the Po Valley has on the climate.



SDG 15: Life on land. In **2050** it is estimated that the population **on Earth** will be about **10 billion**.



How will we be able to **feed everyone** if some land is already degraded today? We will have to use **modern agronomic techniques and technologies**: minimum tillage, apps, drones etc. are techniques that allow you to sustainably irrigate, keep the dry substance inside the soil, minimize the use of chemical materials while maintaining biodiversity and much more. **In Mantua and the neighboring cities in Po Valley there isn't a structure capable of transferring this knowledge to farmers.** MASP will have this mission too.

In conclusion, MASP has **many positive socio-environmental impacts** on the well-being and sustainability of the **surrounding population and area**.