

4QUEST D4T4

Brief description of your civic monitoring research

Our monitoring research focuses on the company Ulisse Fashion Arts Details born in the heart of the Emilian textile district. In 2019, the aim of Ulisse was to increase the level of internationalisation of its production systems by using the European Regional Development Fund (ERDF).

To date, our team is committed to reviewing and examining the data, payments and use of ERDF funds made by the European Union for Ulisses goal.

We have decided to undertake this research on a textil industry mainly to highlight the field which Carpi is famous for, it was an occasion to deepen our knowledge on the economic sector of our city, and we decided to seize the opportunity!

Contextual information

- The funding monitored > 16,810.09 euros, of which cohesion funds > 14,779.65.
- Type of the project > incentives for firms.
- Theme of the project > enterprises' competitiveness.
- Territory > Carpi
- Entities > planning body: Region of Emilia-Romagna; beneficiary: Ulisse Accessori Moda SRL.
- Programming area > European Regional Development Fund (ERDF): 2014-2020 EU Structural Funds;

Chosen project and theme

- The project: we decided to focus on the establishment "Ulisse fashion art details SRL". This society was born in Carpi,
- Theme and brief description: this establishment it is based on the production of accessories, drapery, chain, pins, strass, buttons, ribbons, fringes, patch, lace and embroidery, rubber bands.

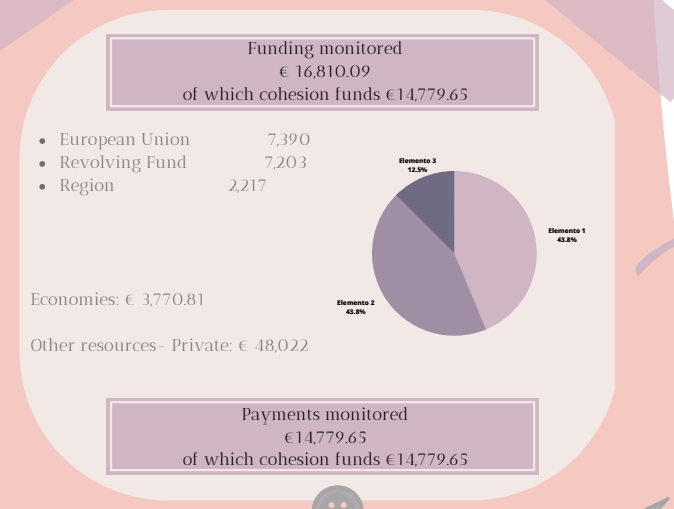
Experts on the theme

- ISTAT RED - ("Ufficio Territoriale Emilia-Romagna"): Nadia Caporella e Francesca Biancani.
- Europe Direct (ED) - data management and research assistant: Elisabetta Olivastri
- Ethnographic Research Center: Natascia Arletti
- Fashion designer Giulia Ghini
- Journalist Fabrizio Stermieri

Communication format and involenent strategy

According to the fact that the reading of the data could not be accessible to evryone (especially the people who are uninformed in textil field), we will disseminate through newspaper articles assemblies and meetings (held by our class) all the information analyzed by us. To involve the whole local community and especially those who want to deepen their knowledge of our city. To reach as many people as possible abroad, we will advertise our research and publish various explanatory content on social media (instagram @4q_quest_data), on our website and through the company's website.

1. Programme: POR FESR EMILIA-ROMAGNA
2. Axis: Competitiveness and attractiveness of the production system -
3. Specific objective: Increasing the level of internationalisation of production systems



Additional research

- School visit to the company and interviewing (which means a constant communication) its managers.
- Explanatory research: it seeks to determine cause and effect relationships between variables. This kind of research, also called "causal research" is important to identify and evaluate current processes and procedures and determining if and how changes should take place: thanks to our academic course (social-economic) and the knowledges we have developed, we can tackle directly the company's data under this type of research.
- production of questionnaires to address to the foreign and Italian customers of the company: the main goal is to interact directly with their considerations and increase the use of the European funds in the fields where we found shortcomings or problems.

Value for the community

The research we have undertaken will benefit in particular all those who work in the textile sector of Carpi, because the fame that "Ulisse could reach "Ulisse" will increase sales abroad and positively affect all other textile companies:

Closely related to this first advantage, it could also trigger developments in the tourism sector by sponsoring the main company of our city.. We can bring the textile sector back to its maximum splendour and expand the business in many countries, surely tourist would be interested in visit the original industrial plant.

Moreover, the greatest advantage would concern all the citizen that being able to benefit from a booming economy will ensure more investments and increase the production in other types of sectors, as well as being able to use the emerging textile sector as a world pride.