

**SCIENTIFIC RESEARCH AND TECHNICAL  
ASSISTANCE TO SUCCESSFULLY  
MANAGE TRANSFORMATION PROCESSES**



**Gruppo CLAS**



**40** years of analysis and research on economic  
and social transformations  
in Italy and Europe: a look into the  
future with deep roots into the past.

# ABOUT US



Since 1975 we work together with our customers, from public institutions to large companies, to successfully manage transforming processes, offering applied scientific research services and technical assistance to management.

We operate taking on our customers' horizon: it can be as big as Europe or as small as a province. That's why we are able to help organisations and institutions to seize the opportunities offered by the European Union.

We are over 80 professionals working together since many years. We have expertise in various fields: economy, statistics, information technology, sociology, training and communication.

We are united by scientific rigour and the strong determination to identify creative and adequate solutions to meet the challenges of change.

# OUR SCOPE



## **TO MEET NEEDS IN INCREASINGLY COMPLEX SCENARIOS**

Gruppo CLAS works in a wide range of fields crucial for the economic development of the Company and for the competitive growth of the territory, integrating various skills and offering specialised analysis and consultancy capabilities to fully meet increasingly demanding customer requirements

# TERRITORIAL DEVELOPMENT AND COMPETITIVENESS



Gruppo CLAS addresses territorial development and competitiveness spheres – including their various declinations in terms of territorial, infrastructure network and service imbalance – since its first works in the Eighties up to today, with an increasing attention to the theme of attractiveness, that is the ability of an economic system to attract people and investments promoting the localisation and the birth of production activities, and of territorial competitiveness as the ability of businesses and territory to nurture their natural resources and physical capital.

One of the main areas of interest of Gruppo CLAS is the analysis of local economies and the localisation factors characterising them, and of the actions taken to promote competitiveness. The latter research line often raises the reference territorial level of investigation, reaching not only the Province but also the Region. In this field, Gruppo CLAS suggests possible lines of intervention, in the light of the initial situation and the development prospects that are identified.

# EMPLOYMENT AND EDUCATION



Work and training have always been among the main fields of activity of Gruppo CLAS. The research teams built over time have contributed to deeply monitor and interpret the big changes in the production structure of Italian territories and labour market occurred during the last three decades, since the first reorganisations of the big business (beginning of the Eighties) to the widespread development in the Eighties and Nineties, to the great growth of new contractual forms during the first years of the 2000s, up to the big crisis exploded in 2008 and that seems to be now on its way to the end of the tunnel.

The first effects of these transformations have been the progressive change in professional and training needs of businesses, and the growing demand for services and tools for labour policies, training planning and orientation.

Even in this respect, Gruppo CLAS has fulfilled many activities, often with innovating contents. The many assignments carried out have little by little nurtured the company know-how in these fields, allowing us to rank among the most qualified partners to understand the ongoing changes and their implications.

# EU FUNDING



Gruppo CLAS participates in community programs thanks to its professionals' expertise, and to the experience gained by working on EU cohesion policy since the beginning of the Eighties.

Since Structural Funds (SF) became an instrument with the resources necessary to invest in SMB, create jobs, safeguard the environment, invest in new technologies, and support border regions, we work on Operation Programs (OP) co-financed by Structural Funds.

This is why we think the main principles of cohesion policy – concentration of assistance, multi-annual programming, additionality, partnership and subsidiarity – are not mere guidelines of community programs, but reference values at the basis of our actions of supporting, monitoring and evaluating since more than twenty five years.

We are in fact able to support responsible Administrations, and both potential and actual beneficiaries, throughout planning, realization and assessment of Community Programs.

# SMART CITY AND URBAN POLICIES



Cities and their municipalities have long been given credit for their strategic role in the economic growth of a territory, thanks to the concentration of consumers, human capital and businesses, along with the presence of formal and informal institutions, contributing to the creation of an innovative environment full of agglomeration economies and potentially inclusive.

Gruppo CLAS is strongly committed to providing solutions to issues related to urban and territorial development, and has gained extensive experience in assisting decision-making processes of the Public Administration.

Specifically, Gruppo CLAS provides:

- analysis of socio-economic dynamics of territorial and urban context of real estate development projects;
- estimates of economic and financial viability of large urban functions (fairs, convention centres, stadiums, etc.);
- identification of the most effective mix of functions to be implemented based on the conditions and trends of real estate markets and potential opportunities of work positioning on the market;
- assessments of the economic impact of public and private investments (New Fiera Complex) and the realisation of cultural and sporting events (Expo 2015).

# TRAINING SYSTEMS



As Human Resources are a key factor for development, Gruppo CLAS is highly focused on them. In this context, the company has gained a thirty-year experience in organisational improvement projects of various training systems, which allow to get the results expected from the many innovations on an international, national and regional level.

Gruppo CLAS offers a wide range of services:

- strategic advice and management to promote the development of organisations, and specifically Public Administration;
- development of improvement projects involving organisations in various capacities dealing with basic education (middle and high school), higher education, continued education and apprenticeship;
- research, also internationally, on the organisation and effectiveness of training systems (in terms of education, and professional and corporate training).

Furthermore, since the beginning of the Nineties, Gruppo CLAS has been responsible on a national level of the Quality Project (quality system) involving schools from all over Italy.

# RURAL DEVELOPMENT



The importance of rural areas is valuable, not only for the primary sector relevance in the socio-economic system, but mostly in view of the ability of agricultural areas to safeguard the territory; rural areas help define the region, connecting the rural with the urban fabric, and preserve the precarious balance due to the presence of production facilities and infrastructures which undermine the environmental, landscape and hydrogeological profile.

Thanks to our expertise and experience we mainly support central and regional Administrations, and autonomous Provinces in their activities to:

- help the agricultural system in its transition to the new agricultural model, focusing on a greater propensity for innovation, quality and supply chain integration;
- promote sustainable agriculture and forestry development in harmony with the protection of biodiversity, the enhancement of the landscape, the development of renewable energy sources and a balanced use of resources (land, water, etc.);
- support the diversification of rural economy and the development of infrastructures and services to improve the quality of rural people life, particularly in disadvantaged areas, thus favoring their permanence.

# TRANSPORTS AND INFRASTRUCTURES



Gruppo CLAS offers research and advice on planning, design, implementation and management of infrastructures, services and transport companies.

Transports are one of the key strategic infrastructures of our country: they allow people to move around the whole country, connect Italy to the rest of the world, are the front door of our country for millions of tourists, and allow the handling of goods facilitating imports and exports.

Gruppo CLAS has been working for over thirty years in the transport sector thanks to:

- a thorough knowledge of the issues related to the various modes of passenger and freight transport on an international level;
- consolidated analysis methodologies appreciated by clients; experience gained by participating and coordinating several European research projects funded by the European Commission and Parliament;
- a close-knit research team and a large network of consultants able to understand, analyse and respond in an effective way;
- a strong sensitivity to the issues of economic, social and environmental sustainability, focusing on urban environment.

# I NOSTRI SERVIZI

## *Specific solutions to operational needs*

Gruppo CLAS offers its clients specialised support and appropriate tools to support development and answer specific needs, following the client step by step and putting at the client's disposal Gruppo CLAS's 40 years of experience to settle complexity and supply a scientific base on which to make strategic choices.

### **Cost-Benefit Analysis**

Gruppo CLAS has developed for many years a robust, time-efficient methodology to assess the physical and economic effects of projects.



### **Industry Analysis**

Gruppo CLAS has extensive experience in the design and management of systems to monitor plans and projects aimed at economic and social development.

### **Economic and financial investment analysis**

The insight into social and economic dynamics, combined with the use of financial models, allows Gruppo CLAS to assess projects potentiality.



### **Technical Assistance**

National, regional and local institutions find in Gruppo CLAS the expertise necessary to define and manage projects, plans and programs.

### **Strategy Consulting**

Thanks to a constant cooperation with universities, Gruppo CLAS can help customers, especially Public Administration, define their own strategies and state their efficiency.





## Socio-economic research

Gruppo CLAS experience in data collection, analysis and processing allows to arrange and carry out surveys on phenomena of different nature.

## Market Research

Market and customer satisfaction surveys carried out by Group CLAS provide reliable analysis useful for institutions and businesses of any size to make strategic decisions.



## Monitoring

Gruppo CLAS has extensive experience in the design and management of systems to monitor plans and projects aimed at economic and social development.

## Project management

Planning, coordination and control of complex projects are an integral part of Gruppo CLAS offer.



## Statistical Information System

Gruppo CLAS measures and interprets complex economic phenomena and their dynamics, creating innovative information systems and databases that combine administrative sources with statistics.

## Applied research and studies

Gruppo CLAS performs scientific analysis and applied research to interpret reality, and understand socio-economic phenomena and changes in society.



## Policy Evaluation

Gruppo CLAS provides its twenty-year experience to evaluate projects, programs and policies, especially those co-financed by European Union resources.

# CLIENTS



airBaltic



# CLIENTS



# Gruppo CLAS S.p.A.

## Contacts

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