



eBay Small Business Activity Across Italy

The South leads small online
business “digital density” ranking

September 2024

ebay

EXECUTIVE SUMMARY

Italy has long faced the dilemma of large and enduring differences in wealth and development between the country's North-Central regions and its South. National governments have directed significant resources over many years to help the southern regions catch up, including dedicating a sizable share of the country's current national Recovery Plan to the effort. The top finding of this report is that eBay small business activity in Italy is directly aligned with closing this regional gap. The leading eBay seller rates are coming squarely out of the South, beating the wealthiest areas, including those that are home to so-called tech "hotspots".

This report examines eBay Digital Density data, a measurement of the per capita eBay selling activity carried out by registered businesses within each of Italy's 21 NUTS2 regions. The results are a stark and clear counterpoint to the article of faith among many technology critics that digitalization and ecommerce exacerbate economic inequality. This is not the case on eBay. The top six eBay Digital Density regions in Italy are all in the South, and each is among the most economically and socially disadvantaged.

The most robust eBay small business communities in Italy are in Campania, Abruzzo, Basilicata, Puglia, Calabria, and Sicilia, all among the most economically and socially disadvantaged regions.

Campania, which is at the top of the Italian eBay Digital Density table, has the highest share of its population at risk of poverty or social exclusion, the highest unemployment rate, and third-lowest regional GDP per capita. Despite those challenges, Campania is a top eBay performer across the EU overall, ranking second among the 27 Member State Digital Density leaders across multiple seller metrics, trailing only Germany's Oberpfalz region. In each of the six top Digital Density regions in Italy, eBay small businesses are collectively exceeding the results from the country's most advantaged, wealthier areas.

These striking findings are likely due to how digitalization can empower small businesses. SMEs proudly form the backbone of Italy's economic and social framework and contribute a higher share of its employment and production than in much of Western Europe. Likewise, small businesses represent a greater share of the economy in Italy's South than in the North. Regrettably, reliance on smaller firms has historically carried some drawbacks, as they can be somewhat less efficient, productive, and resilient than large enterprises. Some have seen this contributing to Italy's economic sluggishness.

Digitalization is closing the gap for many small businesses, and even flipping the script in some cases. eBay's level-playing field marketplace allows a small business to access consumer demand across the country, Europe more broadly, and even globally. Remote commerce, like remote work, can be especially valuable when the local economy is weaker, whether due to local downturns or long-term challenges. The trade numbers on eBay back this up, with small businesses exporting at rates that dramatically exceed other SMEs.

- **94 percent of Italy's eBay small businesses are exporters.**
- **eBay small business exporters average 15 different export markets per year.**
- **51 percent of eBay small businesses serve customers in 10 or more international markets.**

eBay is clearly a force for inclusive economic growth in Italy. While entrepreneurs across the country have thrived on our marketplace for almost 25 years, it is proving especially valuable to small businesses in the South. This success points to ecommerce by independent small businesses being a pillar of 21st Century regional development in Italy's traditionally challenged areas.

INTRODUCTION



Nearly all advanced economies, both in Europe and globally, are increasingly challenged to provide economic growth that is both robust and inclusive, raising living standards across a wide range of areas and communities. Policymakers face a paradox as magnetic urban hotspots pull people and capital into dynamic centers of entrepreneurship, growth, and culture, “pulling away” from structurally weak areas and worsening disparities between “haves” and “have-nots”. This is especially true in Italy, which has long faced one of the biggest geography-based economic imbalances in Western Europe between the country’s North-Central regions and its South.

eBay enables small businesses to succeed in countries across the globe. This is equally true in Italy, where entrepreneurial small businesses have thrived on our level-playing field marketplace for almost 25 years, taking advantage of sales opportunities locally, nationally, and across borders. In fact, nearly every small business in Italy on eBay is an exporter, reaching across Europe and major global markets. This is especially valuable to small businesses located in areas that are more remote or less prosperous. This report reveals data showing that Italy may be the clearest example of that phenomenon.

eBay “Digital Density” is a measurement of eBay small business activity on a per-capita basis.¹ In this report, it is used to rank the eBay small business communities in Italy’s 21 NUTS2 level regions.² The data shows small business activity on eBay in every region of Italy. But the most striking fact revealed by the Digital Density data is that **the top eBay small business activity is coming squarely out of the South at rates that beat out every other region, including those that are wealthier and home to so-called tech “hotspots”.**

The ecommerce analysis in this report is based on data covering transactions on eBay in 2022 unless otherwise indicated. When analyzing the activities of small businesses on eBay, the data was limited to transactions by sellers who were registered businesses in Italy with sales of EUR 9.510 (equivalent to USD 10 000) or more annually on the eBay marketplace. In this report, these sellers are called “eBay small businesses”.



Maria Napolitano

Motoricambieuropa
Brusciano

“The economic opportunities provided by eBay are enormous! eBay connects me with shoppers from all over the world and allows my small business to remain competitive, overcoming the limits of my local market and still represents our main means of sales in Italy and Europe.”

Regional economic disparities remain a top challenge for Italy



Of the top five economies in the European Union, Italy has had the toughest time recovering from the series of global economic shocks beginning with the 2008 financial crisis. According to the World Bank, Italy's economy in 2022 was still 1.5 percent smaller than it was in 2007, compared to Germany's having grown 17 percent, France's 13 percent, Spain's 0.7 percent, and the Netherlands's 21 percent.³ Analysts have attributed Italy's economic underperformance to a wide range of factors, with a non-exhaustive list including high national debt, large underground economy, and prevalent tax evasion.⁴ Examining the full range of factors and conditions contributing to Italy's economic distress far exceeds the scope of this paper. Instead, the focus here is on one longstanding dilemma of the large and enduring differences in wealth and development, both economic and social, between the country's North and South.

The economic disparity between the North and South of Italy has been well documented and studied for decades. And Italy's national governments have directed significant resources over many years at remedial programs and investments intended to help the South catch up. A recent report estimated that an average of 1 percent of Italy's GDP from 1950 to 1992 was directed at subsidies to tackle the problem, while Southern regions received net fiscal inflows valued at greater than 15 percent of their local GDP annually from 2007 to 2015. It noted that while the resources aimed at regional development were consistently significant, the types of interventions varied widely over the years, including direct infrastructure and business subsidies, top-down plans and bottom-up initiatives, large company location payments, and the use of European Structural Funds. Despite all that, GDP per capita of the South fell from 70 percent of that of the North in 1951 to only 55 percent in recent years.⁵

Regardless of whether developmental disparities between Italy's North and South are considered in the context of recent decades, the century-plus since national independence⁶, or even stretching back multiple centuries⁷, the problem continues to impact the contemporary economy. For example, a report from the Bank of Italy notes that the drop in GDP in Southern Italy from the double-dip recession of 2008-09 and 2011-13 was greater than that experienced by the rest of the country, and the subsequent recovery was weaker, with GDP in the South still 10 percent lower in 2019 than at the 2007 peak, compared with just a 2 percent reduction in the Centre-North of Italy.⁸ And despite positive intentions, some studies indicate that regional development programs over recent decades exacerbated problems with corruption, public sector inefficiencies, and expanded local levels of inequality.⁹

Reducing the North-South gap still stands as a key focus in the country's investment policies and in the national Recovery Plan. Approximately 40 percent of the Plan's allocated resources, amounting to 82 billion euros, are dedicated to Southern Italy. The government predicts that the overall impact of the Recovery Plan on the national GDP will be 16 percentage points by 2026, while the impact for the South is forecasted around 24 percentage points.¹⁰ Numerous reforms and investments have already been initiated, with more in the pipeline, focusing on enhancing the South's competitiveness in areas such as digitization, infrastructure, and education. This strategic approach positions the South at the forefront of political and institutional agendas in the upcoming years, addressing pivotal issues for the revitalization of its economic and social vitality.

eBay digital density reveals small business success in southern Italy

eBay “Digital Density” is a measurement of eBay small business activity on a per-capita basis. It facilitates comparisons of the level of entrepreneurial activity on the eBay marketplace between regions that have widely different population levels and profiles. In this paper, Digital Density is calculated and used to rank the eBay small business activity in Italy’s 21 NUTS2-level regions.

eBay’s global marketplace is a level-playing field for small businesses. Over years of study of eBay seller activity across dozens of countries in Europe and around the world, our Digital Density analyses have repeatedly revealed that robust communities of eBay small businesses often emerge in areas that are not the wealthiest, most populace, urban growth hubs that dominate the traditional economy or appear on the lists of so-called “tech hotspots”.¹¹ Rather, eBay small businesses operate from a wide range of locales and regions, with Digital Density rankings often led by regions marked by smaller cities, towns, and even rural districts. But eBay Digital Density results in Italy go far beyond finding balance between areas with a mix of differing economic conditions. Instead, **eBay small business activity in Italy is the most striking example of inclusive ecommerce success possible. The most economically challenged areas of Italy dominate the ranking of per capita eBay small business success.**

The top six eBay Digital Density regions in Italy are all in the South. Each is among the most economically and socially disadvantaged. Campania, which ranks highest for eBay Digital Density, has the highest share of its population at risk of poverty or social exclusion¹², the highest unemployment rate¹³, and third-lowest regional GDP per capita.¹⁴ The rest of the top six for eBay Digital Density are Abruzzo, Basilicata, Puglia, Calabria, and Sicilia. Each of them is among the eight most economically challenged Italian regions based on per capita GDP and the share of the population at risk for poverty or social exclusion, and the top nine in unemployment. eBay small business communities in these six southern regions do not just match the success of those based in more advantaged regions, they exceed them all.

The share of the population of a region that is categorized as “At Risk of Poverty or Social Exclusion” (AROPE) is the main indicator used by the European Commission to measure poverty.¹⁵ The Commission reported that 95.3 million people in the EU, which was 21.6 percent of the population, were at risk of poverty or social exclusion in 2022.¹⁶ In Italy, the NUTS2 regions with the highest AROPE rates in 2022, all above 40%, were Campania, Calabria, and Sicilia, of which all are in the top six for eBay Digital Density.¹⁷

eBay Digital Density Rank	NUTS2 Region	% Population at Risk (Rank)	Unemployment Rate (Rank)	GDP per Capita Rank
1	Campania	46.3% (1)	17.1% (1)	19
2	Abruzzo	35.3% (7)	9.4% (7)	14
3	Basilicata	28.3% (8)	7.1% (9)	15
4	Puglia	35.9% (6)	12.1% (4)	18
5	Calabria	42.8% (2)	14.6% (3)	21
6	Sicilia	41.4% (3)	16.6% (2)	20

A snapshot of poverty in top eBay digital density regions in Europe

The main indicator of poverty used by the European Commission is the share of the population “At Risk of Poverty or Social Exclusion” (AROPE). The table lists the top three NUTS2 regions for eBay Digital Density in Italy, Spain, Germany, and France.¹⁸ Regions in teal have AROPE levels above the national average, while regions in white have levels below the national average. Italy is the only country with all three top Digital Density regions facing significantly above average poverty rates, and Campania is the only region in Europe that leads its country in both Digital Density and AROPE.

Country / NUTS2 Region	AROPE %
Italy	24.4%
Campania	46.3%
Abruzzo	35.3%
Basilicata	28.3%

Country / NUTS2 Region	AROPE %
Spain	26%
Madrid	20.3%
Valenciana	27.5%
Cataluña	20.4%

Country / NUTS2 Region	AROPE %
Germany	20.9%
Oberpfalz	14%
Dresden	15.5%
Detmold	26.5%

Country / NUTS2 Region	AROPE %
France	21%
Alsace	19.6%
Provence-Alpes-Cote d’Azure	23.7%
Centre-Val de Loire	20%

Campania is not just the eBay Digital Density leader in Italy, it ranks very near the top of eBay small business success across the EU overall. eBay’s 2022 “Digital Density in Europe” report calculated the top Digital Density NUTS2 region in every EU Member State. Comparing those 27 regional leaders based on the number of eBay small businesses per capita, as well as the sales of eBay small businesses per capita, Campania ranked second, trailing only Germany’s top regional performer, Oberpfalz.¹⁹

While small businesses across all of Italy are using eBay, the data clearly shows that southern Italy is home to the most robust eBay small business communities. Based on the traditional economic narratives, this seems an unexpected result. But eBay is not a traditional commerce venue. It is a global ecommerce marketplace offering a level-playing field that is especially valuable to small businesses. The next section will address some factors that may contribute to the relative success of the region’s small businesses on eBay and how our marketplace offers growth opportunities that can be especially valuable to those in disadvantaged regions.



Mastrochirico Vito

Collectionerd-shop
Mola di Bari

“At eBay, I feel heard and supported. Their support team has opened my eyes to opportunities I had never considered and provided me with marketing and management tools that have made me grow beyond my expectations. For me, eBay is not just a sales platform, it is a partner who stands by me day in and day out.”

Italy: eBay economy vs. traditional economy

eBay Digital Density



Italy Region Data

Digital Density Rank	Share of eBay Small Businesses Exporting	GDP Per Capita Rank	Unemployment Rate	Poverty Rate
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Provincia Autonoma di Bolzano
14 94% **1** 2.3% 11.7%

Lombardia
12 94% **2** 4.9% 14.8%

Valle d'Aosta
21 89% **4** 5.4% 8.6%

Provincia Autonoma di Trento
20 98% **3** 3.8% 12.1%

Friuli-Venezia Giulia
18 95% **8** 5.3% 15.5%

Veneto
6 93% **7** 4.2% 14.8%

Emilia-Romagna
10 95% **5** 5% 9.6%

Marche
8 95% **12** 6.2% 13.6%

Abruzzo
2 95% **14** 9.4% 35.3%

Molise
17 89% **17** 10.5% 37.2%

Piemonte
9 95% **10** 6.5% 16.5%

Liguria
15 95% **9** 7% 24.3%

Toscana
13 96% **11** 6% 13.8%

Sardegna
19 96% **16** 11.5% 36.4%

Umbria
7 97% **13** 7.1% 11.1%

Lazio
11 95% **6** 7.7% 26.1%

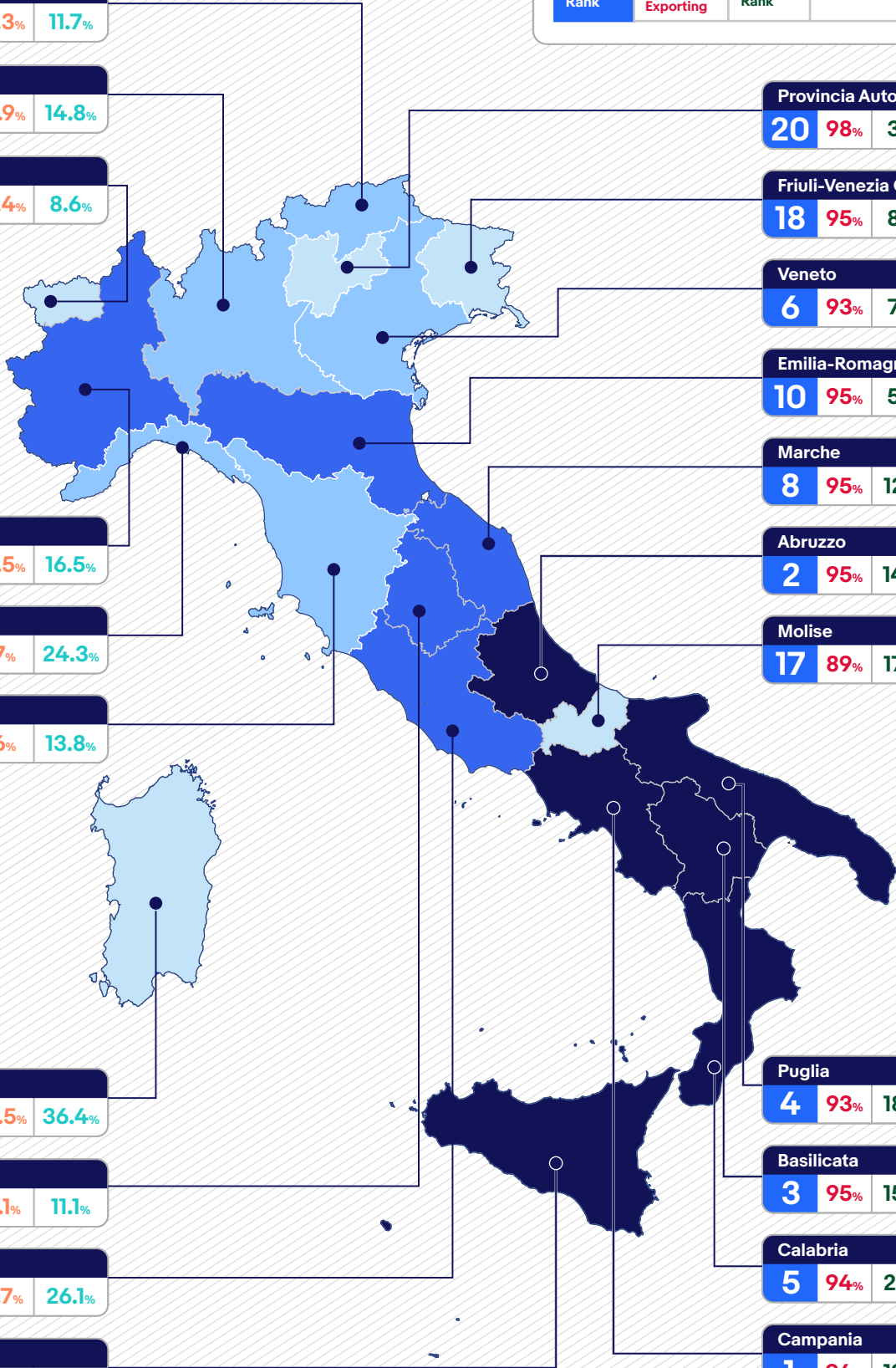
Sicilia
6 94% **20** 16.6% 41.4%

Puglia
4 93% **18** 12.1% 35.9%

Basilicata
3 95% **15** 7.1% 28.3%

Calabria
5 94% **21** 14.6% 42.8%

Campania
1 94% **19** 17.1% 46.3%





Small online business exporting success across Italy

SMEs continue to serve as the backbone of Italy's economic and technological advancement, forming an integral part of the country's production and social framework. They also play a pivotal role in global value chains, by making substantial contributions to exports, crucial for the dissemination of the "Made in Italy" brand. Beyond their economic impact, SMEs play a vital role in fostering social cohesion within the country. Often deeply entrenched in their local communities, these enterprises champion sustainable development, create employment opportunities, and actively contribute to the valorization of cultural traditions.²⁰

At the same time, in the traditional economy, independent small businesses tend to be less efficient, productive, and resilient than large enterprises. Additionally, small businesses account for a higher share of employment and economic activity in Italy than in much of Western Europe.²¹ This fact has been cited as one of the contributing factors to Italy's relatively sluggish economic performance in recent decades.²² Likewise, smaller enterprises represent a measurably higher share of economic activity in southern Italy compared to the North, which is considered a contributing factor to the region's long-term economic malaise.²³

While larger shares of smaller enterprises may be a growth inhibitor in the traditional economy, digitalization may be ameliorating the effect. Studies indicate that the business sector in Italy, including in retail, is undergoing a long-term transition that includes both a shift towards medium and large-sized businesses accounting for a greater share of sales at the expense of small local businesses, as well as a growing share of commerce going through digital channels rather than traditional storefronts.²⁴ However, ecommerce business methods and opportunities appear to be especially valuable to smaller enterprises, with OECD research indicating that digital platform use leads to greater increases in productivity for small firms than for large firms, with the greatest effect on firms with fewer than 10 employees.²⁵ Hence, the relative preponderance of small businesses in southern regions - a traditional economy liability - may offer more growth upsides from ecommerce.

Per a report from the Bank of Italy, the post-pandemic bump in business digitalization and "smart working", including increased use of remote work models, could also benefit the South by allowing more higher-skilled, digitally proficient people the opportunity to live and work from southern regions that offer generally lower costs of living, especially for housing. This phenomenon could provide a counterweight to the "economies of agglomerations" that have benefited the large urban areas of Italy's Center and North in recent decades.²⁶

Finally, it has been well understood, both intuitively and through economic study, that distance reduces opportunities to engage in commerce.²⁷ This has traditionally meant that small enterprises, largely limited to serving local customers, were often dependent on local economic fortunes. However, just as digitalization is facilitating meaningful remote work in an increasing number of fields, distance matters less for online commerce, facilitating international trade, especially by small businesses.²⁸ This ability to export is especially valuable when the local market is depressed, whether due to a downturn or, in the case of Italy's South, long-term economic weakness.

Share of eBay small businesses exporting

The dramatic expansion of remote commerce opportunities brought on by the eBay marketplace is reflected in the fact that a staggering 94 percent of eBay small businesses in Italy are exporters.²⁹ This trade success far exceeds traditional businesses, as just 4.4 percent of all Italian businesses export.³⁰ The highest regional export rates by eBay small businesses were 98 percent in Provincia Autonoma di Trento and 97 percent in Umbria. The lowest export rates were 89 percent in Molise and 89 percent in Valle d'Aosta, which were the only regional export rates falling below 90 percent.

Average number of international destination markets

It is traditionally understood that businesses considering exporting to new country markets face a cost of entry for each one, so expanding business by exporting to more export markets leads to escalating entry costs and the presumption that smaller firms will export to fewer countries than larger firms.³¹ The eBay trade data again illustrates how we are changing the export dynamic for small businesses. **In Italy, the average number of international markets reached by eBay small business exporters is 15.**³² **The comparable rate for Italy's traditional businesses is 5 international markets.**³³ eBay small businesses in Umbria, Piemonte, Liguria and Emilia-Romagna led this ranking, with each at or exceeding 17 markets.

Share of eBay small businesses exporting to 10 or more international markets

The OECD reports that firms that manage to export to more than 10 countries are also those dominating trade.³⁴ With traditional exporters, that sort of market reach is confined to a relatively few very large firms. In Italy, just 16.5 percent of traditional exporters make sales in 10 or more markets.³⁵ In sharp contrast, **51 percent of eBay small businesses in Italy serve customers in 10 or more international markets.**³⁶



eBay global exporters

Though a non-traditional measurement of scale and scope of exporting activity, we have calculated the continental reach of eBay small businesses to illustrate the global reach of many eBay small business exporters. For purposes of this analysis, sales were designated to buyers on one of six continents: North America, South America, Europe, Asia, Africa, and Australia. When an eBay small business exported to a buyer in a country on a continent, they were credited with an export to that continent. Additionally, when an export sale is made to a country on the same continent as the seller, that sale is counted as an export to that continent. (e.g., A sale from an Italian eBay seller to a buyer in Belgium is an export to a European market). We classify an eBay small business with sales to four or more continents in a year to be a “Global Seller”. Nationally, **31 percent of Italy's eBay small business community were Global Sellers in 2022**, led by Valle d'Aosta's 50 percent mark.³⁷



Alberto Liguori

Golden.Outlet
Napoli

“For us, eBay represented a true business incubator, the tool that allowed us to be born, develop and then expand globally: from Uzbekistan to the Seychelles, from Burkina Faso to Brunei, in 15 years we have carried out shipments in 129 different countries and on all continents!”

CONCLUSION



Italy continues to face a longstanding challenge to deliver more inclusive and sustainable economic growth in the face of the entrenched regional disparity in economic development between the country's North and South. And **while digitalization and ecommerce are often perceived as exacerbating economic inequality to the benefit of wealthy regions, eBay Digital Density data from Italy is a striking counterpoint.** The most robust eBay Small Business communities are operating in NUTS2 regions located in the country's South. The top six regions are Campania, Abruzzo,

Basilicata, Puglia, Calabria, and Sicilia, all among the country's most economically and socially disadvantaged, providing clear evidence that success in ecommerce and the digital economy is not reserved for businesses based in hotspots with higher average incomes, greater urbanization, and the most highly educated workforce. Instead, **eBay's level-playing field marketplace**, which enables even very small enterprises to reach millions of remote consumers, including through exports, **offers especially valuable opportunities to small businesses based in traditionally challenged areas.**



Danilo Longo

Yeppon-shop
Paderno Dugnano

"Thanks to our deep roots in the Italian entrepreneurial fabric and our close partnership with eBay, we have turned Yeppon from having a local perspective into being a global player. This partnership has allowed us to export Italian excellence and innovation beyond national borders, reaching customers around the world and demonstrating that geographic barriers can be overcome through e-commerce."

Data key

Share of eBay Small Businesses Exporting	Average # of International Markets	Share of eBay Small Businesses Exporting to 10+ Markets	Share of eBay Small Businesses Exporting to 4+ Continents
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Abruzzo			
95%	15	51%	32%

Liguria			
95%	17	55%	33%

Puglia			
93%	14	48%	29%

Basilicata			
95%	13	45%	28%

Lombardia			
94%	16	55%	33%

Sardegna			
96%	15	48%	33%

Calabria			
94%	12	43%	27%

Marche			
95%	16	56%	36%

Sicilia			
94%	15	50%	32%

Campania			
94%	13	45%	27%

Molise			
89%	9	35%	16%

Toscana			
96%	16	55%	35%

Emilia-Romagna			
95%	17	60%	37%

Piemonte			
95%	17	58%	34%

Umbria			
97%	18	55%	32%

Friuli-Venezia Giulia			
95%	15	51%	29%

Provincia Autonoma di Bolzano			
94%	12	47%	20%

Valle d'Aosta			
89%	16	63%	50%

Lazio			
95%	15	53%	33%

Provincia Autonoma di Trento			
98%	16	51%	31%

Veneto			
93%	14	52%	30%

RESOURCES

- ¹ Calculating eBay Digital Density: Digital Density is a measurement of the per capita eBay selling activity carried out by registered eBay small businesses in a jurisdiction. Digital Density in this report is calculated at the NUTS2 regional level. The level of Digital Density is based on two factors – (1) the number of eBay small businesses per 100,000 inhabitants and (2) the total sales by eBay small businesses per 100,000 inhabitants. These two factors are combined in a weighted average and normalized in an Index based on how a region's eBay seller community performs in relation to the national average.
- ² The current Nomenclature of territorial units for statistics (NUTS) 2021 classification is valid from 1 January 2021 and the EU has 92 regions at NUTS1, 242 regions at NUTS2 and 1166 regions at NUTS3 level. It is worth noting that the number of 21 regions refers to the division of Italy into NUTS2 territorial units according to which the Trentino Alto Adige region is divided into two areas (that of Trentino Alto Adige, precisely, and that of Südtirol), thus resulting in a quantitative mismatch with the number of regions into which the Italian territory is divided according to its own system. Additional background on the NUTS is available from Eurostat at: <https://ec.europa.eu/eurostat/web/nuts/background>.
- ³ The World Bank (Accessed 02/05/2024) "World Development Indicators: GDP 2007-2022 using constant dollars 2015 USD." Available at: <https://databank.worldbank.org/indicator/NY.GDP.MKTP.KD.ZG/1ff4a498/Popular-Indicators>.
- ⁴ Sylvers, Eric (12/26/2023) "Why Can't Italy's Economy Get Into Gear? Consider the Taxi Line -- Painfully long waits for taxis offer a clue about the country's 30 years of stagnation." The Wall Street Journal. Available at: <https://www.wsj.com/world/europe/why-cant-italys-economy-get-into-gear-consider-the-taxi-line-1d489cc4>.
- ⁵ Barone, G. and G. de Blasio (01/31/2023) "Place-based policies in the Italian case, part 1: A lot of money for little or no growth". Vox EU. The Centre for Economic Policy Research. Available at: <https://cepr.org/voxeu/columns/place-based-policies-italian-case-part-1-lot-money-little-or-no-growth>.
- ⁶ Deakins, Layne (08/15/2021) "A Glimpse Into Italy's Longstanding North-South Divide". Jet Set Times. Available at: <https://jetsettimes.com/countries/italy/milan/milan-traveler/a-glimpse-into-italys-longstanding-north-south-divide/>.
- ⁷ Chilosi, D. and C. Ciccarelli (03/23/2022) "Evolving gaps: Occupational structure in southern and northern Italy, 1400–1861". The Economic History Review. Available at: <https://onlinelibrary.wiley.com/doi/full/10.1111/ehr.13159>.
- ⁸ Accetturo, A., Albanese, G., Ballatore, R., Ropele, T., and P. Sestito. (April 2022) "The territorial gaps in Italy between economic crises, recovery and health emergency." Publications of the Bank of Italy. Available at: <https://www.bancaditalia.it/pubblicazioni/qef/2022-0685/index.html>.
- ⁹ Barone, G. and G. de Blasio (02/01/2023) "Place-based policies in the Italian case, part 2: Mind the negative side effects". Vox EU. The Centre for Economic Policy Research. Available at: <https://cepr.org/voxeu/columns/place-based-policies-italian-case-part-2-mind-negative-side-effects>.
- ¹⁰ "Italy Tomorrow, the National Recovery and Resilience Plan." Available at: <https://www.italiadomani.gov.it/content/sogei-ng/it/it/home.html>.
- ¹¹ See: eBay (June 2023) "Promoting Inclusive Economic Opportunities Across Germany: Small Business Activity Flourishing in Structurally Weak Areas." Available at: <https://www.ebaymainstreet.com/reports/promoting-inclusive-economic-opportunities-across-germany>; and eBay (October 2022) "Digital Density in Europe: More evidence of small business ecommerce success promoting inclusive growth." Available at: <https://www.ebaymainstreet.com/reports/digital-density-europe>.
- ¹² Eurostat (Accessed 02/05/2024) "Persons at risk of poverty or social exclusion by NUTS regions." 2022. Available at: https://ec.europa.eu/eurostat/databrowser/view/ILC_PEPS11N/default/table?lang=en.
- ¹³ Eurostat (Accessed 02/05/2024) "Unemployment rates by sex, age, educational attainment level and NUTS2 regions (%)." 2022. Unemployment rate represents unemployed persons as a percentage of the economically active population aged 15-74 (i.e. labour force or sum of employed and unemployed). Available at: https://ec.europa.eu/eurostat/databrowser/view/lfst_r_lfu3rt/default/table?lang=en.
- ¹⁴ Eurostat (Accessed 02/05/2022) "Gross domestic product (GDP) at current market prices by NUTS2 regions." 2021. Available at: https://ec.europa.eu/eurostat/databrowser/view/nama_10r_2gdp/default/table?lang=en. Note: Data converted from EUR to USD using an exchange rate of 0.846: <https://www.irs.gov/individuals/international-taxpayers/yearly-average-currency-exchange-rates>.
- ¹⁵ Eurostat (Accessed 02/05/2024) "Glossary: At risk of poverty or social exclusion (AROPE)." Statistic Explained. Available at: [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:At_risk_of_poverty_or_social_exclusion_\(AROPE\)](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Glossary:At_risk_of_poverty_or_social_exclusion_(AROPE)).
- ¹⁶ Eurostat (Accessed 06/14/2023) "People at risk of poverty or social exclusion in 2022." Available at: <https://ec.europa.eu/eurostat/web/products-eurostat-news/w/ddn-20230614-1>.
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- ¹⁸ eBay (2022) "Digital Density in Europe: More evidence of small business ecommerce success promoting inclusive growth." Available at: <https://www.ebaymainstreet.com/reports/digital-density-europe>.
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- ³⁶ The eBay data reflects the share of exporting 2022 eBay small businesses (those with EUR 9.510 / USD 10 000 or more in sales on eBay) in Italy, who exported to 10 or more international markets in that year.
- ³⁷ The eBay data reflects the share of exporting 2022 eBay small businesses (those with EUR 9.510 / USD 10 000 or more in annual sales on eBay) in Italy, who exported to four or more continents in that year.




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