

## **The « Borghi Vivi » project**

The theme of the integrated retrieval of rural villages, depopulated as a result of migration, and their environmental restoration, economic, social, housing and urban, has assumed increasing importance in Europe, following an experimental pilot project "Village d'Europe ", launched in the late 90s by the European Commission. A project based on the idea of the hotel and spread innovative financial techniques to attract private capital, creating a balance between investment "hot" (to earn over time) and 'cold' (not profitability, but essential for good success of the project).

The pilot project found a significant engagement in Tuscany, in the territory of the Lunigiana, where actively it involved 14 municipalities in the Mountain Community, taking the name "Borghi Vivi". Thanks to active cooperation between municipalities, Mountain Community, Province and Region, the project Borghi Vivi, after a preliminary feasibility study, certificate by the Ministry of Economy, through the company Development Italy, has been a significant implementation project, and it becomes the "Project of strategic territorial area" ('Progetto Territoriale Strategico d'Area), in which citizens and local governments look with high expectations. A project able to attract first public funding from regional funds and a strong interest from international real estate investment funds.

Thanks to the entertainment and distribution carried out by Euro \* IDEES, to Italian level, several local institutions and development agencies have expressed interest in the project "Borghi Vivi" in order to extend on their territories and to participate in the formation of a Network of Living Villages, a network capable of promoting the image of individual territories worldwide.

Today, Borghi Vivi is a great opportunity for growth of rural and maritime communities, to able to aggregate large areas. Their institutions and their economic and social forces are capable to attract public and private capital, to enhance the local environment and cultural heritage for touristic reasons. They can recover the life of abandoned villages, without selling off the assets present in such building, creating new opportunities for employment.

The 30-6/01-07/2010, the public and private entities in recent months have indicated an interest in the project and those wishing to get closer to it will meet in Fivizzano (MS) to exchange ideas, to deepen the experience and being in Lunigiana officially launch the Network of Towns Loud.

## The State of Art of Living Villages in Lunigiana

Many initiatives have reached the final planning and execution, as provided by law and Merloni, the Mountain Community of Lunigiana, maintaining the unity of the integrated project, after entering the whole package Pact projects for Local Development (PaSL) promoted by the Tuscany Region is participating in behalf of the Municipalities, the Notices of the new 2007-2013 programming Funds European Region of Tuscany, obtaining, in favor of 14 municipalities, other resources on the various axes of the ROP (but also PRSE and FAS Tuscany), thanks to the fact that they take advantage of integrated planning initiatives.

The status of implementation of the project also presents all the towns of Lunigiana which have already implemented the public calls for the identification of individuals, willing to sell and / or make available for 25 years its unused housing stock through the legal formula of emphyteusis, placing on the tourist and production market, with the trademark "Borghi Vivi" .

The feature of the project "Living Suburbs" single integrated project certificate to the NURV Tuscany, from Tuscany Region through the procedures "advisoring" [implemented by Sviluppo Italia (today Invitalia) and managed on behalf of national government], which presents the involvement of Massa-Carrara Region and the Province, is to develop in 23 policy areas by making them act together in an integrated manner. The action seeks to establish a pattern, repeated in similar cases, for export to other areas of Tuscany, as also requested form UNCEM Tuscany.

Multilevel governance of the project, by the side of public institutions, through the signing of a Memorandum of Understanding, involving: Regione Toscana, Provincia di Massa-Carrara, Lunigiana Mountain Community, while the 14 municipalities have explained their desire to become the project "Borghi Vivi" Lunigiana as the main container, through which municipalities submit requests for the development of the territory to avoid forms of competition between them.

The common belief is that much strengthens public and private interests around the program, and more conflicts are reduced, accelerating decision time and simplifying administrative procedures related to various measures to be adopted.

Many interventions have access to public funding, but still require the contribution of private construction and especially for the management of return on investment.

The Conference on Borghi Vivi of May 2009, highlighted the common intention of Lunigiana to define this project as the priority land, by a Memorandum of Understanding. The objective of the second phase is to begin the process for the signing of a negotiated programming, which gives away the annual audit planning conference, scheduled for autumn 2010, the submission of a proposed Development Agreement (the new instrument of negotiated planning to be published in the Official Journal).

Within this contract is considered to play an important role to investment funds, the asset management company, the banking foundations, the Chamber of Commerce and other institutions and authorities that will be gradually involved in the project (Superintendent, Basin Authority, ERP, ASL, ANAS, ENEL, railways, etc.). Under the direction of the Ministry of Economic Development Region of Tuscany, the Province of Massa-Carrara, Lunigiana Mountain Community believes, with the operational support of Invitalia, can engage, through the Conference of services under the development contract, even the Public Private Partnership being set up in recent months, the Deposits and Loans Fund, the Rural District, regional and national parks nearby, the interregional project on development of tourism "Via Francigena, the GAL, unions, classes, cooperation, associations, volunteering and social world. The goal is to unify, under the coordination of the region, province and mountain community, the set of projects and subjects, in order to build a governance model and a true manual of the rural, mountain and maritime .

## **Villages, sustainable development and occupation thanks to the future Italian net of the Borghi Vivi**

Euro\*IDEES, with the agreement of the Mountain Community Lunigiana, titular of the first Italian project Borghi Vivi, it mobilizes for the sustainable development and the creation of occupation launching the proposal to constitute a net of Borghi Vivi.

The principal objective is that to transfer the good practice that founds a factor of innovation that represents a real interest for the local corporate (of small dimension) of peripheral reality with marginal risk.

It deals to operate with a process of valorization of the whole real land patrimony, of the natural and cultural landscape, through an action that departs from a strategic territorial planning, that is what happened with the project Borghi Vivi.

The objective is that to valorize the role of the local Corporate and their functions (Mountain Community, Unions of the Communes, Provinces) to develop a route that produces an increase of the resources, designated to the sustainable development and occupation, thanks to the process above suitable, but also to create the conditions to effect a model of multilevel, multisubject, multiresources governance, activating the institutional capital, the social capital, the human capital.

One of the objectives of EU is to bring the importance of territories to the center of the debate. A model that: conducts from a sectorial vision to a territorial vision; affirms the value of the "territoriality"; builds and practice territorial systems as new answer to compete and to cooperate to "glocal" level; individuals and valorize the "genius loci" and the "brand" of the territories.

A model of development bottom-up that is characterized and is oriented to: from interventions that interest few people, to interventions that involve a collective dimension; from a static situation to situation characterized by innovations, therefore dynamic; from the regionalism and localism to the regional and local one; toward the "territoriality", as "complementariness" among territories; from the difference of problems, subjects and actions to a mobilization on communes objectives of a plurality of people; from daily dubiousness to the durability that faces generational times; from different demands and perceptions of the worldliness to a collective worldliness; from a small economic vision of the local development to a multidimensional vision; from rigid sectorial actions to multi-sectorial actions, horizontally organized.

A model that: steps from a delocalized development, outside, to a sustainable territorial development: endogenous, integrated, ascending, multi-subject, multi-field and with multi-level of governance; chooses a process "bottom up" regarding a process "top down"; developments the ability to anticipate and future generations to improve the quality of the life and the social conditions thanks to: protects, safeguard and valorization of a new relationship man-nature, with "holistic" approach, "eco-systemic", aware and participative; pass from the government to the governance; from hierarchical models to favorable governments to cooperation and interaction, between private publics people, it promotes new public-private mixed decisional nets, capitalizing turned out past, anticipate and future.

A route that adopts: strategic planning of territorial and the programming negotiated of new generation (the Contracts of Development), on the model of the success of the Territorial Pacts for the Occupation, promoted from the European Union in 1997, of which 10 operating in Italy and to which Euro\*IDEES has lend own technical assistance.

The acknowledgment to the plan of a role of public interest in the cultural, environmental and social fields, as potential resource for the economic activity, able to create occupational opportunities, thanks also to the ability to value the “brand” and to put into effect the “strategic territorial marketing”.

## **A new process of programming negotiated for Borghi Vivi**

### **The negotiated planning**

On the example of the community orientations that pointed out in the address from the lower part (bottom up) and in the geographical location of the interventions, the remedies to the dysfunctions of the public politics for the structural improvement of the territorial unbalances, affirm the principle of subsidiary - in base to which the decisions must be assume from the level of government, the nearest to the citizen, except the nature of the affairs doesn't justify the attribution of the superior government's level- guaranteeing the transfer of the competences to those institutions mostly able to understand the demands of the enterprises and to interact with them. This necessity has been supported by a new methodology of intervention, defined planning negotiated, with the individualization of various tools of negotiation among Corporate or local Administrations that contemplate to the management coordinated of the financial resources, with the purpose to achieve the economic development of a determined territory. For the first time, the law n. 104/95 defines, in a formal way, the concept of "negotiated Programming" listing its implementing instruments. An innovation derives from the extension to the private subjects of the title of participation to the negotiation, introducing the principle of the social partners. The law 23 December 1996 n. 662, art. 2 codicils 203 - 224 (financial act for the year 1997), explicit better the function: "to regulate the participations that involve a variety of private and publics subjects and that involve complex decisional activities, the unitary management of the resources financial institutions".

### **The Contract of Development**

The development contracts, introduced from the art. 43 of the d.l. 112/2008 (converted, with modifications, from the law n. 133/2008), represent an evolution of contracts of program and contracts of localization, also containing some elements of important innovations and symbols that make of development contracts a new instrument of participation in favor of the enterprises. As for program contracts, the main scope of development contracts is to favor the attraction of foreign investments also and the realization of plans of important development of enterprise for the strengthening of the productive structure of the Country, above all in the disadvantaged areas and Southern Italy in particular. Between the elements of innovations of development contracts, there is the widening of the participation fields. In fact, the investment plans regard not only the industrial field, but also the tourism and the commerce, and can be realized from one or more enterprises and can comprise also plans of experimental development and the material and immaterial infrastructure realization. The facilities, in the form of the contribution on account interests, the contribution on account capital (account systems) or in a combination of these, within a legal procedure, they are disciplined on the base of the general regulations of exemption for category (Regulations CE n. 800/2008 of the 6.8.2008) that it allows to put into effect the participations in absence of a preventive notification to the European Commission of the aid regime. The role of the national agency is strengthened for the attraction of the investments and the development of enterprise, (Invitalia) which the general management of the contracts of development is submitted and it is simplified the approval process. Regions and autonomous Provinces interested by the projects of investment have procedurally involved, both in the initial phase of access, also to the goals of a possible co-financing, both in the phase of negotiation, to express around the compatibility with the plans of territorial development. It's a new intervention that introduces continuity but difference with the contracts of program. One or more subjects can advance a proposal of contract of development beginning from 30 million of € (as minimum import). In base to the normative one on the help regimes, the contribution to lost fund can reach 10-15% or, in some cases (in the south of Italy) also 50%. Very important is the instrumentation programmed and regulations that are activated with the development contract. The fixed point is the conference that leads many public services to decide quickly. It is an instrument for integrated projects for sustainable territorial development which Borghi Vivi, with characteristics of multilevel, multiresources, multisubjects governance, having to involve the institutional capital, human capital and social capital of the whole territory defined in the agreements shared.

## **For a network of Italian and European Borghi Vivi**

Euro \* IDEES, in agreement with the holder of the Mountain Community Lunigiana holder to the first project Villages Live Italian, promotes the establishment of the network of villages live [in the meeting to be held on 30-Giugno/01-Luglio/2010 Fivizzano (Convent of the Augustinians g.c.), Massa-Carrara, Italy].

Euro \* IDEES has promoted, in recent months, several meetings in and outside of Italy to launch networks of lives villages. There is a strong interest because there is a strong need of planning in these territories with similar characteristics.

In many Italian regions (Tuscany, Liguria, Piedmont, Veneto, Emilia-Romagna, Marche, Lazio, Campania, Puglia, Basilicata, Calabria, Sicily, and Sardinia) were encountered local governments interested in developing project Towns Loud.

So in European countries (Albania, Croatia, Cyprus, Bulgaria, Greece, Italy, Malta, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, and Spain) were carried out meetings or consolidated historical relations with partners involved in the project villages Loud.

In Italy, there is a comparison, with ANCIM (National Association of smaller Italian islands) and UNCEM (National Union of Mountain Communities Community institutions) to assess the interest of those to find points of contact and a possible cooperation with this project.

At the same time are going meetings with the relevant national associations and groups to reflect on a network can also enjoy their support.

The network may become important to develop related actions: the development of goods practices; their exchange and their transferability between regions partners; the develop of goods practices concerning the certification of projects from a viewpoint of manufacturing quality and certification of sustainable development; the development of actions for the representation, on-line of physical territories, lands and territories report virtual actions aimed at strengthening regional marketing strategy and cybermarketing to transmit the values and constituent content of their brands and their genius loci.

The initiatives funding can find a strong push and cohesion of a national network, both respect to opportunities to create multi-regional programs that involve, in terms of resources and financial instruments, the national government and regional governments (in which the actions of the network are allocated) and compared to the opportunities presented by the involvement of investment funds, asset management, banking foundations, banks, deposits and loans (and similar outside Italy) and other support structures.

But Euro \* IDEES considers that the enormous benefit results from toolbox that has Lunigiana Villages Live, the content of which Euro \* IDEES contributed significantly, to allow easier and faster approach to the issue and program similar initiatives in rest of Italy and Europe.

Those interested in exploring the nature and opportunities offered by this process are requested to write to the President of Euro \* IDEES ([president@euroidees.eu](mailto:president@euroidees.eu)) to initiate a path of even more information compliance with the conditions of accession and ready for use immediately after the successful accession, in preparation for the next 30-6/01-07/2010 that will create a protocol constituent members of the section of supporters Euro \* IDEES between those interested in joining the club of excellence Borghi Vivi within the association.