

"TARTUFO NEL 2000" ASSOCIATION

SYNTHETIC DESCRIPTION OF ACTIVITIES TO BE CARRIED OUT WITHIN THE FRAMEWORK OF THE EC INITIATIVE "INTERREG CADSES"

1. TITLE OF PROJECT

- Rural Project Life

2. AREAS OF INTERVENTION

With the current project the Partnership intends to concretely intervene over the reasons lying behind the socio-economic development delay affecting rural and mountain territories as opposed to the European average.

People living in the above areas are experiencing severe social disadvantage due to causes which may be summed up as follows:

- I. Declining demographic dynamics, especially in more decentralized and isolated municipalities
- II. Rise in residents' average age
- III. Presence of a local productive fabric mainly composed of small family-run companies not currently benefiting from adequate generational turnover and doomed to fold due to owner's age limits.
- IV. The mismatch existing between labour supply based on low professional levels and labour demand characterised by young people with high educational levels which are increasingly choosing to shape their professional and life projects elsewhere.
- V. Lack of essential services directed towards both individuals and enterprises

3. BENEFICIARIES

- At a national level (Italy)
 - a. **direct beneficiaries:** national partners (Spoleto municipality, Acqualagna municipality, Valle di Samoggia mountain community, Casteggio municipality) which will be testing the repopulation model within their territories
 - b. **indirect beneficiaries:** all rural and mountain areas comprised within the Italian territory through the involvement of MIPAF (Ministry of Agricultural and Forestry Policies) as an active project partner in charge of extending the model on a national scale
- At a transnational level (Slovenia and Croatia)
 - a. **direct beneficiaries:** mountain and rural areas belonging to regions involved as active project partners
 - b. **indirect beneficiaries:** all rural and mountain areas comprised within the national territory through the involvement of further local governments both at national and local level

4. REASONS FOR IMPLEMENTATION

- Implementation of a model which may ensure rural territories to exploit market opportunities and autonomously build up their endogenous development.
- Tackling the phenomenon of depopulation in rural and mountain areas through a strategic European coordination which may involve all public and private players engaged in the socio-economic development of the above territories and avoid isolated interventions which may frustrate all efforts made.
- Giving all activities a transnational dimension which may fully meet the need of both validating the repopulation model in European regions having different endogenous and exogenous characteristics and drawing up a local activity supply catalogue which may go beyond national boundaries and become an effective instrument for the implementation of mobility and integrated European development policies.

5. PROJECT'S OVERALL GOALS

- Providing both local government officials and stakeholders with suitable, innovative and previously tested instruments allowing them to promote within their territories adequate reception policies which may create economic and demographic development as new residents move to the area.
- Drawing up a transnational model to attract new residents to the rural territories which may be adopted by public authorities as an addition to rural and mountain area governance policies both at a national and a local level.

6. PLANNED ACTIVITIES

- a. Fostering the emersion and knowledge of **activity supply potentials** within rural territories in the eight European regions involved as direct beneficiaries of the planned project activities
- b. Organizing training interventions, in the form of seminar sessions, directed towards local economic players so as to qualify their activities and provide them with instruments allowing them to contribute to the implementation of the **Local Activity Supply Plan**.
- c. Sensitizing and informing local government officials so as to favour the adoption of suitable resident reception policies
- d. Drawing up a **European Bill of Rural Service Standards** to be employed as an instrument for the measurement of the quality of services supplied within rural territories and activity supply as shown under point a.
- e. Creation of a **transnational network** for the promotion of activity supply within rural and mountain territories (see point a)
- f. Creation of a **transnational network of individuals involved in sensitization activities related to activity supply** in rural and mountain territories (potential new residents)
- g. Creation of a shared and computerized databank of local activity supply concerning all national and transnational areas involved in the project and

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certified on the basis of the **European Bill of Rural Service Standards** criteria

- h. Establishment of regional desks having the task of promoting reception policies and certifying activity supply within rural areas
- i. Testing the ***Territorial Repopulation Agent*** figure as a territorial indicator working in close cooperation with the above regional desks
- j. Organizing the 1st **VIVERE IN CAMPAGNA (LIVING IN THE COUNTRY)** fair directed towards promoting rural territory activity supply and attracting new residents and external investments
- k. Establishment of a national "concertation committee" involving local authorities, the MIPAF and all project partners so as to favour the integration of resident reception policies into rural and mountain development programs of the different local authorities at a regional, provincial and municipal level

7. INVOLVED PARTNERS

- Italy
 - a. Spoleto municipality as the project's leading partner
 - b. Terni provincial authority
 - c. Acqualagna municipality
 - d. Valle di Samoggia mountain community
 - e. Casteggio municipality
 - f. MIPAF (Ministero delle politiche agricole e forestali – *Ministry of agricultural and forestry policies*)

- Slovenia
 - a. Public body1
 - b. Public body2

- Croatia
 - a. Public body1
 - b. Public body2

8. PLANNED ACTIVITIES FOR EACH PARTNER

National partners

- **Spoleto municipality**
 - a. Leading partner role
 - b. Overall coordination of all project activities
 - c. Coordination of specific research and analysis activities concerning activity supply potentials within partner territories by developing a shared common methodology
 - d. Cooperating in the creation of a computerized databank of local activity supply concerning all national and transnational areas involved in the

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project and certified on the basis of the **European Bill of Rural Service Standards** criteria

- e. Cooperation in activities directed towards the implementation of a **European Bill of Rural Service Standards** to be employed as an instrument for the measurement of the quality of activity supply within rural territories
- f. Establishment of a national network for the promotion of activity supply (rural areas) and demand (new residents) within rural and mountain territories so as to attract new residents and new productive investments.
- g. Establishment of a regional desk (Umbria) having the task of promoting reception policies and updating and certifying activity supply within rural areas
- h. Testing the **Territorial Repopulation Agent** figure as a territorial indicator working in close cooperation with the above regional desks
- i. Organization of the 1st VIVERE IN CAMPAGNA fair directed towards promoting rural territory activity supply and attracting new residents and external investments
- j. Drawing up of national model for the attraction of new residents to rural territories

- **Terni provincial authority**

- a. Organization, at a regional level (Umbria), of informative thematic and training seminars directed both to local government officials and opinion leaders and stakeholders
- b. Sensitization and local player involvement activities directed towards the establishment of a mixed consortium (public and private) in the Valnerina - Spoleto area within which all issues tackled within the framework of the current project are to be found

- **Acqualagna municipality (Marche)**

- a. Testing and management of all activities assigned within the Region
- b. Organization, at a regional level (Marche), of informative thematic and training seminars directed both to local government officials and opinion leaders and stakeholders
- c. Establishment of a regional desk (Marche) having the task of promoting reception policies and updating and certifying activity supply in rural areas within which the **Territorial Repopulation Agent** figure is to be tested

- **Valle del Samoggia mountain community (Emilia Romagna)**

- a. Testing and management of all activities assigned within the Region
- b. Organization, at a regional level (Emilia Romagna), of informative thematic and training seminars directed both to local government officials and opinion leaders and stakeholders
- c. Establishment of a regional desk (Emilia Romagna) having the task of promoting reception policies and updating and certifying activity supply in rural areas within which the **Territorial Repopulation Agent** figure is to be tested

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- **Casteggio municipality (Lombardia)**
 - a. Testing and management of all activities assigned within the Region
 - b. Organization, at a regional level (Lombardia), of informative thematic and training seminars directed both to local government officials and opinion leaders and stakeholders
 - c. Establishment of a regional desk (Lombardia) having the task of promoting reception policies and updating and certifying activity supply in rural areas within which the **Territorial Repopulation Agent** figure is to be tested

- **MIPAF (Ministero delle politiche agricole e forestali – *Ministry of agricultural and forestry policies*)**
 - a. Active participation in the organization of the 1st VIVERE IN CAMPAGNA (LIVING IN THE COUNTRYSIDE) fair directed towards promoting rural territory activity supply and attracting new residents and external investments
 - b. Coordination of all activities directed towards the drawing up of a **European Bill of Rural Service Standards** to be employed as an instrument for the measurement of the quality of activity supply within rural territories
 - c. Establishment and coordination, at a national level, of a permanent “concertation committee” which, integrated through a number of itinerant seminars, will promote the sensitization of local government officials, opinion leaders and stakeholders towards the adoption of new resident reception policies and the establishment of regional information desks
 - d. Active and indirect participation in all remaining activities to be carried out

Transnational partners

- Public body (Slovenia)
 - a. Overall coordination, at a national level, of all project activities (Slovenia)
 - b. Coordination of specific research and analysis activities concerning activity supply potentials within partner territories by developing a shared common methodology
 - c. Creation of a national network for the promotion of activity supply within rural and mountain territories so as to attract new residents and new productive investments
 - d. Training, through specific thematic seminars, of opinion leaders and stakeholders so as to have them act as reference points within the territory
 - e. Establishment of a regional desk having the task of promoting reception policies and updating and certifying activity supply in rural areas within which the **Territorial Repopulation Agent** figure is to be tested
 - f. Organization of the 1st VIVERE IN CAMPAGNA (LIVING IN THE COUNTRY) fair directed towards promoting the rural territory activity supply and attracting new residents and external investments

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- g. Drawing up of national model for the attraction of new residents to rural territories

Public body 2 (Slovenia)

- a. Establishment and coordination, at a national level, of a permanent “concertation committee” which, integrated through a number of itinerant seminars, will promote the sensitization of local government officials, opinion leaders and stakeholders towards the adoption of new resident reception policies and the establishment of regional information desks
- b. Cooperation in all activities directed towards the drawing up of a **European Bill of Rural Service Standards** to be employed as an instrument for the measurement of the quality of activity supply within rural territories
- c. Cooperation in the implementation of a computerized databank of local activity supply concerning all national and international areas involved in the project activities and certified on the basis of the **European Bill of Rural Service Standards** criteria
- d. Establishment of a desk having the task of promoting reception policies and updating and certifying activity supply in rural areas within which the **Territorial Repopulation Agent** figure is to be tested

- Public body 1 (Croatia)

- a. Overall coordination, at a national level, of all project activities (Croatia)
- b. Coordination of specific research and analysis activities concerning activity supply potentials within partner territories by developing a shared common methodology
- c. Creation of a national network for the promotion of activity supply within rural and mountain territories so as to attract new residents and new productive investments
- d. Training, through specific thematic seminars, of opinion leaders and stakeholders so as to have them act as reference points within the territory
- e. Establishment of a desk having the task of promoting reception policies and updating and certifying activity supply in rural areas within which the **Territorial Repopulation Agent** figure is to be tested
- f. Organization of the 1st VIVERE IN CAMPAGNA (LIVING IN THE COUNTRY) fair directed towards promoting rural territory activity supply and attracting new residents and external investments
- g. Drawing up of national model for the attraction of new residents to rural territories

- Public body 2 (Croatia)

- a. Establishment and coordination, at a national level, of a permanent “concertation committee” which, integrated through a number of itinerant

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- seminars, will promote the sensitization of local government officials, opinion leaders and stakeholders towards the adoption of new resident reception policies and the establishment of regional information desks
- b. Cooperation in all activities directed towards the drawing up of a **European Bill of Rural Service Standards** to be employed as an instrument for the measurement of the quality of activity supply within rural territories
 - c. Cooperation in the implementation of a computerized databank of local activity supply concerning all national and international areas involved in the project activities and certified on the basis of the **European Bill of Rural Service Standards** criteria
 - d. Establishment of a desk having the task of promoting reception policies and updating and certifying activity supply in rural areas within which the **Territorial Repopulation Agent** figure is to be tested

9. OVERALL BUDGET FOR EACH PARTNER AND DETAILS ON CO-FUNDING

• Italy	
a. Spoleto	450.000,00
b. Terni Provincial auth.	200.000,00
c. Acqualagna municipality	100.000,00
d. Valle Samoggia m.c.	100.000,00
e. Casteggio municipality	100.000,00
f. MIPAF	250.000,00
EC funding	600.000,00
National co-funding	600.000,00
TOTAL ITALY	1.200.000,00

• Slovenia	
a. Public body 1	250.000,00
b. Public body 2	250.000,00
EC funding	375.000,00
National co-funding	125.000,00
TOTAL SLOVENIA	500.000,00

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- Croatia
 - a. Public body 1 250.000,00
 - b. Public body 2 250.000,00

EC funding	375.000,00
National co-funding	125.000,00
TOTAL CROATIA	500.000,00

OVERALL PROJECT BUDGET 2.200.000,00

EC FUNDING 1.350.000,00

NATIONAL CO-FUNDING 850.000,00

10. DURATION

11. 24 months (April 2005 through March 2007)

12. POST-PROJECT SUSTAINABILITY

The sustainability of all activities and structures implemented within the framework of the project will be ensured by all involved partners which will undertake to immediately bring all planned activities and opportunities into action so as to guarantee the continuation of the experience; more in particular the following measures will be introduced for each single implemented activity:

ITALY:

- National network for the promotion of local activity supply:
 - The network will be managed by the "Tartufo nel 2000" association having previous proven experience in the sector which will undergo internal reorganization as an **AGENCY FOR THE ATTRACTION OF NEW RESIDENTS TO RURAL TERRITORIES** and refer, at a local level, to all desks established within the different territories
 - A specific division will be set up within the "Tartufo nel 2000" association
- European Bill of Rural Service Standards
 - Implemented by the Ministry and local authorities which will have, in the meantime, applied the repopulation model

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- Computerized databank of local activity supply concerning all national and international areas involved in the project activities and certified on the basis of the **European Bill of Rural Service Standards** criteria
 - All partners, in close cooperation with the MIPAF and the "Tartufo nel 2000" association, will undertake to keep the databank running within the framework of their project and rural and mountain territory assistance activities
- National fair for the attraction of new residents VIVERE IN CAMPAGNA
 - All partners, in close cooperation with the MIPAF and the "Tartufo nel 2000" association, will undertake to carry out the event organizing it in the short term so as to allow it to be self-funded through participant revenues and sponsorships
- National concertation committee
 - The committee will be managed by the MIPAF in close cooperation with all partners and, in particular, with the "Tartufo nel 2000" association which is present (represented by its associates) within all regional territories

N.B. The "Tartufo nel 2000" association counts amongst its associates a vast number of public and private bodies scattered all over the nation, including a number of partners of this project; the association will act as a technical support structure in the implementation of diverse transversal activities.

Spoletto
23.11.04