## RURACTIVE OPEN CALL - CHALLENGE 19

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| **Title of the challenge** | **Borgofuturo festival - sustainability and climate-resilient infrastructure** |
| **Dynamo (pilot location)** | Fiastra Valley, Italy (territories of the municipalities of Loro Piceno, Colmurano, Ripe San Ginesio, Urbisaglia, Sant'Angelo in Pontano, San Ginesio) |
| **RDD (Rural Development Driver)** *addressed by the challenge* | Culture and cultural innovation |
| **Overall context description and specific context to be addressed by the challenge** | The Fiastra Valley is a sparsely populated rural district, covering a hilly area characterised by ancient settlements and agricultural land crossed by the Fiastra river. The land cover is mainly arable land, with a few forests occupying mostly riparian and high-inclination areas. It is located in the inner part of Le Marche region, in central Italy, at the foothills of the Apennine mountains.<br>Since 2010, Borgofuturo organises the homonymous festival of "sustainability at the hamlet scale" in Ripe San Ginesio, one of the municipalities of the valley, biennially in odd-numbered years, during the first or second week of July. Since 2020 the festival has taken a wider scale, both spatially and thematically, extending to the whole valley and triggering a participatory process to define a rural regeneration strategy for the area. The strategy is currently being translated into action through a project named Qui Val di Fiastra, involving more than 30 partners from the area and developing around four main drivers: built infrastructure and heritage, cultural reactivation, local agriculture and artisanship, environmental education and natural heritage.<br>Cultural events and festivals in rural areas face logistical challenges due to rising temperatures and increasingly occurring heat waves, particularly the lack of adequate shelter from the sun and high temperatures that affect multiple areas during the festival and the possibility of sudden tropical-heavy rains.<br>Additionally, there is a growing need to monitor and minimise the environmental impact of festivals, particularly in terms of carbon emissions, noise pollution, and overall environmental footprint. |

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| **Scope of the Challenge** | Make the festival activities climate adaptive and resilient to respond to local adverse weather conditions (heat and rain) and attentive to biodiversity. |
| **Solution requirements** | • Tools that monitor and calculate the carbon emissions, noise pollution, and overall carbon footprint of the festival in real time, allowing organisers to track environmental impact and reduce resource consumption.<br>• Modular, climate-resistant event structures that provide shade and rain shelter and are easy to set up, transport, and store.<br>• Low cost, portable renewable energy sources to power festival needs sustainably.<br>• Increase community awareness regarding climate adaptation mitigation and biodiversity.<br>• All solutions should be easy to use, ensure open access, and utilise open data sources.<br>• All solutions should be affordable and scalable. |
| **Specific objectives and expected outcomes** | • Improve climate adaptiveness of the festival (e.g. number of climate adaptive actions/tools)<br>• Reduce carbon and ecological footprint (e.g. CO2 emissions, water consumption, waste production)<br>• Foster community awareness and engagement (e.g. number of participants involved in climate awareness activities) |
| **Available resources** | • Local infrastructure that can be retrofitted with temporary solutions.<br>• Collaborations with existing festivals and community partners to test solutions.<br>• Data on past festivals, weather patterns, and resource usage. |