



# RURACTIVE



## Fiastra Valley, Italy

### D8 - Local Action Plan



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# 0. Reading This Local Action Plan

This Local Action Plan (LAP) documents the co-development process of solutions undertaken by each Dynamo to establish and empower its local Multi-Actor Rural Innovation Ecosystem (RIE). It is the result of a 12-month participatory and inclusive community-led process from May 2024 to May 2025, and contains both the description of the four steps taken to activate the RIE as well as the co-developed, innovative, place based solutions that will be implemented to support the just, sustainable and smart transition of the Dynamo's territory.

The solutions described in the LAP target one or more core Rural Development Drivers (RDDs, namely: Sustainable multimodal mobility; Energy transition and climate neutrality; Sustainable agrifood systems and ecosystem management; Nature-based and cultural tourism; Culture and cultural innovation; Local services, health and wellbeing) and integrate aspects from the three RURACTIVE crosscutting priorities (climate change mitigation and adaptation, social justice and inclusion, and biodiversity), and take into account gender considerations. During the co-development phase, Dynamos activated, engaged and empowered the local community through four Local Workshops (LWs) that provided support in defining their place-based solutions. This LAP presents the results of these four LWs, highlighting the crucial role of the local community in creating each solution proposal. For further reference to the methodology to activate the RIE and to the conceptual framework of RURACTIVE, the full documents are [available on the website](#).

Each LAP is organised into six main sections:

- Background and Strategic Vision – Introduces the territory, its cultural identity, socio-economic profile, and key development challenges. Further, it outlines the chosen RDDs that guided the focus of local action.
- Step 0: Getting Started – Describes the early activities to set up the foundational elements of the RIE and frame the work, including the selection of the RDDs and territories where the LAPs will be implemented, mapping of previous participatory processes, and a review of relevant local and regional policies.
- Step 1: Identification – describes the activities undertaken for brainstorming, analysing and prioritising local stakeholders
- Step 2: Engagement – explains how local actors were involved through events like Open Days and the creation of Local Task Forces (LTFs).
- Step 3: Empowerment – summarises the series of Local Workshops (LWs 1–4), the recruitment of Local Community Trainers (LCTs) for capacity building and training of local communities, how local challenges were identified, and how solutions were co-designed and refined through structured participation.
- Place-Based Solutions – Lists the key challenges identified and introduces detailed breakdowns of the main place-based solutions co-developed with RIE stakeholders to be carried forward into the implementation stage starting from September 2025

This LAP serves as both a strategic roadmap and a practical implementation tool. It is intended to guide the co-implementation of local solutions and to support replication efforts by other rural communities across Europe in the future. The LAP has been collaboratively developed by the Dynamo partner in close cooperation with their RIE stakeholders, with support and guidance from mentors at the University of Bologna and RURACTIVE project partners.

# 1. Background Information

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. It is located in the inner part of *Le Marche* region, in central Italy, at the foothills of the Apennine mountains and in an earthquake risk area. The territory includes six small municipalities with a population of just over 11,000 inhabitants and an extension of 180 kmq. The villages are Ripe San Ginesio, Colmurano, Loro Piceno, Sant'Angelo in Pontano, Urbisaglia and San Ginesio.

## Uniqueness & Cultural Identity

The Fiastra valley is made up of very small villages, each on a hilltop. They seem very close to each other, each hamlet looking at one another but they all preserve strong identities and bicker with the other: the people of Colmurano are called 'Paccuccià', for a typical product linked to the use of dried apples. On the other side, Urbisaglia folks are called 'Magnagatti'.

La Maratonda is a sports-folkloric, but also fun competition that came to life along with the Borgofuturo+ valley festival. This competition challenges ancient rivalries through disciplines that can never lead to competition but simply encounters and exchanges.

Since 2010, Borgofuturo organises the homonymous festival of “sustainability at the hamlet scale” in Ripe San Ginesio, one of the municipalities of the valley. From 2020 the festival took 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.

## Strategic Vision & Key Challenges

The general problems of the Dynamo are depopulation, an ageing population and the consequent decreasing population with less births. Another challenge could be culturally and socially underdeveloped youth activation. The majority of active associations in the area are 40 years old adults. In addition, the difficulty in intercepting and involving people interested in this type of project is a problem as well. They are few and the commitment required could sometimes be excessive, hence this causes a negative effect on participation and activation.

The strengths of the Fiastra Valley' territory are the natural resources integrated within the rural communities. If these resources can be involved properly, this can help to improve what is already being done in the area and to strengthen it with further complementary actions, developing solutions to meet local needs.





Figure 1. Fiastra Valley landscape

## 2. Step 0: Getting started

### 2.1. Chosen RDDs



#### Sustainable agri-food systems and ecosystem management

The Val di Fiastra region is traditionally characterised by a strong agricultural vocation, but it has been experiencing a steady decline in the number of people, especially youth, working in the field, in the production and sale of local products over the past decades. The first reason lies in the difficulty of accessing/owning land. In addition, climate change is impacting the sector making it susceptible to global trade dynamics, more risky, less profitable and, thus, less attractive to young generations and more likely exploited through unsustainable, intensive and extensive cash-crop practices. This is linked to the lack of awareness of, on the one hand, local shops that do not sell local products because not competitive on a global market and, on the other, of valley residents who do not value nor buy local products.



#### Local services, health and wellbeing

The Fiastra Valley is a rural hilly area characterised by 6 small settlements dating back to the Middle Ages. Being sparsely populated by a total of just over 11,000 inhabitants decreasing over time, and located at the foothills of the Apennine mountains, the Fiastra Valley is distant from the main centres of basic provisional services, such as education, mobility and healthcare. In some cases, this causes isolation, loneliness and depression for certain social groups such as elderly, young people, migrants, etc. These conditions lead to worsen health conditions and accelerate depopulation trends. Living in the area is becoming more difficult due to landowners' mistrust to rent and the lack of public intervention to avoid gentrification trends.



### **Nature-based and cultural tourism**

The area lends itself well to nature-based and cultural tourism, thanks to the richness in both natural and cultural heritage (e.g., Abbadia di Fiastra natural reserve, Urbisaglia roman archaeological site) and to the slow travelling infrastructures of the cycling and walking path of the Fiastra Valley Ring. However, the high cost and limited availability of accommodation, combined with the long-term maintenance and management of these facilities, and the fragmented responsibilities across the six municipalities, are key challenges to the sustain the sector and ensuring its inclusivity for lower-income visitors. Similarly, the damage caused by the 2016 earthquake to the valley's built heritage, including the small Renaissance theatres which the region is famous for, still constrain the possibilities to improve the tourism offer in the area.



### **Culture and cultural innovation**

Italy's inland areas face significant challenges in advancing innovative and sustainability-oriented cultural offer. In rural areas, limited human and economical resources, infrastructure, and accessibility often make it difficult to create events that welcome everyone, including individuals with disabilities or immigrants. Moreover, rural communities may lack tools and know-how to make existing events more accessible. Inclusive events could help enhance cultural exchange, social engagement, and community-building activities and promote the accommodation of diverse needs. Creating inclusive, accessible, and engaging cultural, artistic and musical experiences in rural areas is essential to foster community cohesion, preserve cultural heritage, and ensure that everyone can participate regardless of ability, language, age or culture.

In addition, a few existing successful initiatives often struggle with long-term economic sustainability, forced to scale back their activities and adapt their organizational plans due to inconsistent and insufficient structural funding.

## **2.2. Starting to set up the RIE**

We built on work previously carried out with the Borgofuturo Association, particularly during the 2020 and 2021 editions of Borgofuturo+, which took place as an itinerant event in all the villages of the valley. We involved the local communities and stakeholders of different areas of interest in thematic tables, which acted as working tables and in-depth studies on the needs, opportunities, and difficulties of each sector of interest for Val di Fiastra.

In previous projects we conducted several roundtables involving more than 100 local stakeholders, selecting them according to previously identified drivers of regeneration:

1. Hamlets, infrastructure e services for territorial regeneration;
2. Innovative projects for environmental and territorial education;
3. Culture and cultural planning for the valley;

#### 4. Enogastronomy and territorial quality productions.

The roundtables, built on previous work conducted by the Local Action Group (EU LEADER program), resulted in the publication of several action proposals which are now being implemented through the project Qui Val di Fiastra (Next Generation EU funding scheme). This previous assessment, which resonates with RURACTIVE approaches, helped us to have an overview of the state of affairs in these target areas, based on real needs and to constructive engage citizens, local producers, associations and administrations.

**RIE Coordinators:** Francesco Pulerà and Fulvia Calcagni from Borgofuturo Association.

**RIE Site:** we started with a space that we often also use in other meeting occasions, the Cultural Centre Elena Pasquali, on the ground floor in Piazza Vittorio Emanuele, II, 62010 Ripe San Ginesio, accessible to reduced mobility people and can accommodate around fifty people. This selected RIE site is used for seminar and workshops, thanks to the availability of chairs and tables, projector and audio system. Other spaces used for the workshop meetings were La casa nel Cuore in San Ginesio, home of the Anffas Sibillini Association, the Municipal Library in Loro Piceno, where the youth cultural association C.U.L.T hosted us, the school cloister in Sant'Angelo in Pontano, used to host our Open Day, and finally the Aula Ex Ospizio at Abbadia di Fiastra, a central and significant place in our valley. The idea was to involve several municipalities, several associations, in several different spaces.

### 2.3. Local Policy Analysis Results

Most of the analysed policies were inter-sectorial and addressing RURACTIVE's six RDDs. However, "Local services, health and well-being" and "Culture and cultural innovation" are addressed more, particularly in 13 and 12 policies respectively. These policies include the "National Strategy for Inland Areas" (SNAI) and the "Regional Programme of the European Regional Development Fund" (PR FESR). This latter is also supporting the "Nature-based and cultural tourism" together with the "Fund for Development and Cohesion" (FSC) which is the most transectorial, touching upon all RDDs.

The RDD "Sustainable agri-food systems and ecosystem management" instead is addressed in 8 policies, mostly with a regional scope, such as the "Rural Development Programme" and the "Regional Sustainable Development Strategy". Among the cross-cutting priorities, "Social justice and inclusion" is addressed most in the policies, summing to 14, while "Climate mitigation and adaptation" and "Biodiversity" count 10 policies each.



### Sustainable multimodal mobility

- Infrastructure for sustainable mobility
- Promoting sustainable multimodal urban mobility as part of the transition to a zero net carbon emissions



### Sustainable agri-food and ecosystem management

- Supporting the income and competitiveness of Marche businesses and production chains, including by facilitating access to credit, improving production quality and promoting products
- Stimulating generational change in agriculture
- Preserving environmental quality by combating climate change and promoting the proper use of natural resources such as water, land and soil, and promoting the production of alternative energy sources
- Supporting the organic sector and other sustainable production methods, also to protect health and food safety
- Promoting extensive livestock farming in order to maximise animal welfare and create employment opportunities in inner areas
- Monitoring and safeguarding biodiversity, including endangered breeds and species
- Supporting the forestry sector in all its aspects: economic/employment, environmental and landscapes
- Promoting digitalisation, innovation and knowledge transfer between the various actors in the agricultural, forestry, rural, research and training sectors
- Increasing attractiveness of rural marginal areas, improving their liveability and preventing depopulation, including through support for agricultural activities in mountain areas and the bottom-up approach of Leader



### Culture and cultural innovation

- Support digital transition
- Growth of SMEs and start-up, both for commercial and cultural activities
- Contribution to the social cohesion of the communities and to the regional identity, understood as awareness of its history, traditions, places, outstanding personalities
- Recognising the value of the Marche's cultural heritage, its protection and enhancement
- Initiate a constructive dialogue between all the various stakeholders combining coast and hinterland, tourism and culture, food and wine and landscape, enterprise and work
- Preserving historical identity, guaranteeing the quality of the environment and its social use
- Artistic installations to enhance villages and historic centres, Regional Library System, Support for services and activities of libraries and archives, Film and audiovisual promotion and circulation: festivals, cinemas and film circuits; Museums, Training, School, Education and Culture Volunteering and Culture, Culture and Wellness, Digitisation and cultural fruition



### Nature-based and cultural tourism

- Sustaining and strengthening the positive trend for the entire tourism sector
- Increase in foreign tourism supporting the «Marche» brand internationally
- Building tourist products linked to the Marche destination together with public and private entities
- Modernise the regional tourism system

**What do our  
local policies  
tell us?**

Figure 2. Local policy factsheets based on the chosen RDDs.



## Climate change mitigation and adaptation



- Resilience in terms of prevention and disaster risk reduction by reducing hazard exposure and vulnerability
- Promotes industrial research and technological innovation towards energy efficiency, reduction of emissions into the environment, recovery and reuse of by-products and waste, development of biocompatible production
- Address climate change and related social and economic disparities
- Investments and reforms to accelerate the ecological and digital transition
- Promote energy efficiency and reduce greenhouse gas emissions

## Biodiversity



- Recognise the value of ecosystem services and the protection of biodiversity
- Ensuring the preservation of territorial resources
- Safeguarding biodiversity, especially endangered breeds and species

## Social justice and inclusion



- Equal distribution of resources across the region, counteracting territorial, gender and generational inequity
- Increase the employment rate and which demonstrate to target multiple sectors
- Pursue equity by striving towards the elimination of poverty, the inequality of the benefits of development and the realisation of conditions of dignity for the life of every person
- Contribute to common knowledge, capacity building, education, information, communication, and subsidiarity, participation and partnerships to trigger sustainable development
- Unity of planning activity, linked with unitary planning and cohesion policies and ensuring the coherence of regional policies
- Improving access to employment for all job seekers, especially young people and the long-term unemployed, and inactive people, promoting self-employment and the social economy
- Modernising labour market institutions and services to assess and anticipate skills needs and ensure timely and tailor-made assistance and support in the context of job matching, labour market transitions and mobility
- Promoting women's participation in the labour market, better work-life balance, including access to childcare and care for dependent persons
- Improving the quality, inclusiveness, effectiveness and labour market relevance of education and training systems, including through the validation of non-formal and informal learning, to support the acquisition of key competences, including entrepreneurial and digital competences, and promoting the introduction of dual training systems and apprenticeships
- Promoting lifelong learning, in particular opportunities for upgrading skills levels and flexible retraining for all, taking into account entrepreneurial and digital competences, better anticipating change and new skill requirements based on labour market needs, facilitating occupational reorientation and promoting occupational mobility
- Foster active inclusion, to promote equal opportunities, non-discrimination and active participation, and improve employability, especially of disadvantaged groups
- Improving equal and timely access to quality, sustainable and affordable services, including services promoting access to housing and person-centred care, including in the health sector; modernising social protection systems, including promoting access to social protection, paying particular attention to children and disadvantaged groups; improving accessibility, including for people with disabilities, effectiveness and resilience of health systems and long-term care services
- Improving access to employment for all job seekers, especially young people and the long-term unemployed, and inactive people, promoting self-employment and the social economy
- Promoting equal access to and completion of inclusive and quality education and training, in particular for disadvantaged groups, from early childhood education and care, through general and vocational education and training, to tertiary level and adult education and learning, including facilitating learning mobility for all and accessibility for people with disabilities
- Countering the marginalisation and demographic decline phenomena specific to inland areas of our country

## What do our local policies tell us?

D8 – LOCAL LEVEL

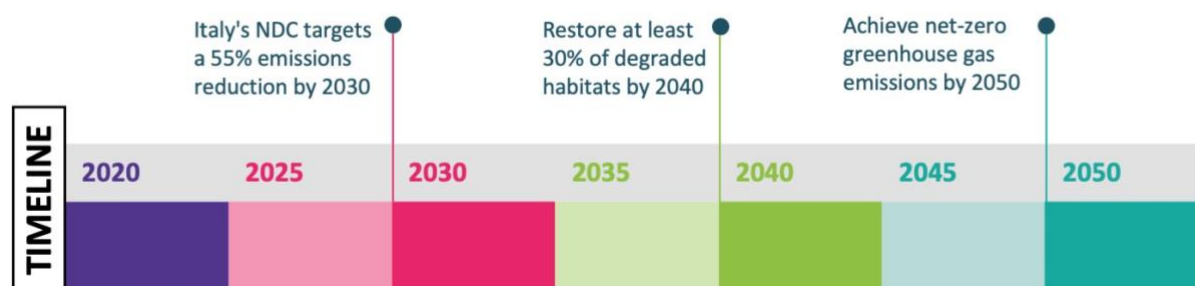


Figure 3. Local policy factsheets based on the chosen crosscutting priorities.

### 3. Step 1: Stakeholders Identification: brainstorming, analysing and prioritising

#### 3.1. RIE composition

The process of identifying stakeholders for the RURACTIVE project started from mapping all the organisations, companies, associations, municipalities, third sector entities, foundations, universities, cooperatives, local producers, and public institutions of Fiastra Valley. After creating the list of all the actors with all the necessary contact information, we began to screen the stakeholders that we were most interested to involve. Starting from a context we were already familiar with, and always referring to the selected RDDs, we considered the following domains: Policy, Research, Public/user, Industry/services/investors, and the groups at risk of exclusion that certain organizations represent or consist of.

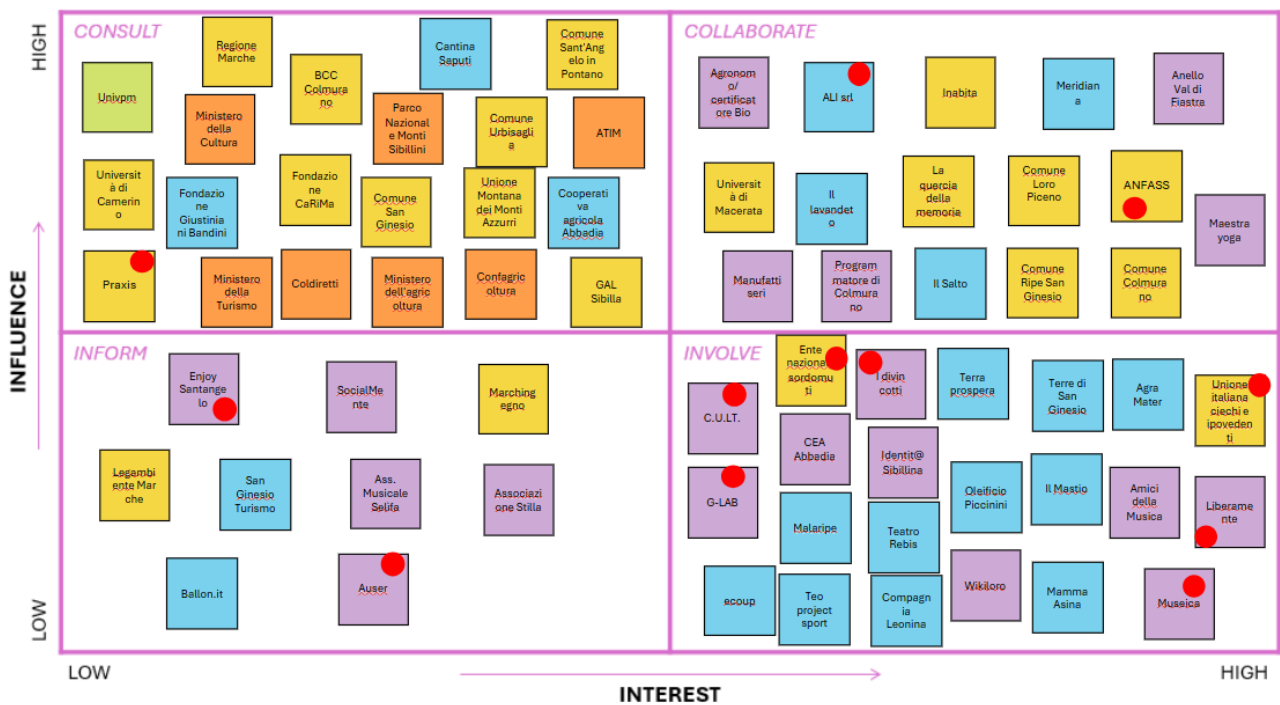
After this analysis we tried to build the Rural Innovation Ecosystem (“RIE”) as diverse as possible with multiple representatives for different sectors, different domains and different groups of people. We tried to have different perspectives and know the needs and opportunities that different organizations could share.

The list of prioritized organizations is as followed:

1. Inabita
2. Università di Macerata
3. Wikiloro
4. LiberaMente
5. SocialMente
6. C.U.L.T. Cooperazione Unita Di Loresi Temerari
7. G-LAB Laboratorio di idee
8. I divin cotti
9. Unione montana dei Monti Azzurri
10. Meridiana
11. Anello Val di Fiastra
12. Coldiretti
13. Terra Prospera
14. Terre di San Ginesio,
15. Il Salto
16. Oleificio Piccinini
17. Cantina Saputi
18. Agronomo / Certificatore del biologico
19. Comune di Ripe San Ginesio
20. Comune di Colmurano
21. Comune di Loro Piceno
22. Comune di Sant'Angelo in Pontano

## 23. Anffas Sibillini.

We added some stakeholders along the way, deepening and expanding the database that we had available. The word of mouth among the participants also helped to get to know new realities, but also the icebreaker game we played at the Open Day in which we asked the participants to indicate other local actors that could be interesting to involve in the process.



**Figure 4.** Stakeholder identification matrix. Red dots represent stakeholders at risk of exclusion. The domains are represented by the colours: (Policy = orange, Research = green, Industry/services/investors = blue, Public/user = purple).

## 4. Step 2: Stakeholders Engagement: local task force and involving stakeholders

### 4.1. LTF composition

The Local Task Force (LTF) is a group composed of key stakeholders with significant influence or interest in the Fiastra Valley. List of LTF stakeholders:

- Cristina Arrà - Meridiana snc
- Matteo Giacomelli - Inabita Laboratorio Territoriale
- Giulia Lapucci - Università di Macerata
- Cristiana Linfozzi - Az. agricola "Il Lavandeto di San Valentino"
- Lucia Barchetta - Anello della Val di Fiastra
- Mauro Taccari - B&B Loro Piceno
- Nicola Paolucci - Municipality of Loro Piceno



- Cinzia Antognozzi - Anffas Sibillini

The percentage of women is 62.5%, in fact 5 out of 8 organizations are represented by women.



*Figure 5. Some members of the Local Task Force*

## 4.2. Open Day

This event was held on July 15, 2024 at the Cloister of the Schools of Sant'Angelo in Pontano. The Open Day was an important activity as it gave the possibility for comparison and rapprochement between the project and the local community. The Open Day started at 18:00 with institutional greetings from the deputy mayor of the town of Sant'Angelo in Pontano, who stressed the value of the project in the territorial context of the Fiastra valley. From 18:15 to 18:45, the project's structure, general objectives and thematic guidelines for future activity were presented. Between 18:45 and 19:30 there was a space dedicated to questions and direct interaction with the participants, aimed at getting to know each other, stimulating curiosity, collecting impressions and understanding the needs of the territory in relation to the themes addressed by the project, through a workshop divided by tables. The event ended with synthesis and sharing of the next steps, in a friendly atmosphere with a buffet by Anffas Sibillini, valuable opportunity to continue the dialogue informally and foster new connections between participants.



34 people attended in the meeting, with representation of different age groups: 12 participants aged 18-35, 12 participants between 35 and 50, 8 participants between 50 and 65, 2 participants between 65 and 80. From a gender point of view, 21 men and 10 women participated. The presence of people belonging to groups at risk of social exclusion has also been recorded, in particular: 2 migrants, 3 persons with disabilities. The composition of those present showed a significant component of citizens and users (19), accompanied by representatives from the world of services and businesses (12), with smaller but significant presences from the public policy (2) and research sectors (1).

During the meeting, participants were invited to express their preferences for RDDs - Rural Development Drivers, and the following results emerged: Nature-based and cultural tourism: 19 votes, Energy transition and climate neutrality: 14 votes, Local services, health and wellbeing: 14 votes, Culture and cultural innovation: 13 votes, Sustainable agrifood systems and ecosystem management: 12 votes, Sustainable multimodal mobility: 7 votes. These data reflect a widespread interest in the themes of environmental sustainability and cultural and tourist enhancement, with an obvious focus on proximity services and quality of life in rural areas.



*Figure 6. Open day, held at the Cloister of the Schools of Sant'Angelo in Pontano*

## 5. Step 3: Stakeholders Empowerment

### 5.1. LCT Recruitment

Born and raised in a rural area of the Apennines in central Italy, **Giulia Lapucci** is driven by an insatiable curiosity and a strong creative spirit. her professional journey has focused on the transformative power of culture, particularly its intersections with health, welfare, and community development and empowerment. After earning a master's degree in cultural management, she began a research project combining her interests in culture, rights, and marginality. Since January 2022, I have been conducting doctoral research within the "Global Studies: Justice, Rights, and Politics" programme at the University of Macerata. Her PhD explores the contributions of cultural institutions and creative industries to the well-being and health of individuals and communities, aiming to develop a holistic, multidimensional framework for impact assessment tailored to inner areas.

Since 2017, she has worked as a tutor on numerous projects with high schools and universities, focusing on digital storytelling and cultural heritage. Highlights include "DICO: Digital Career Stories - Opening New Career Paths for Arts and Culture Students", which explored innovative storytelling methods, and "My Digital Heritage", a project empowering high school students affected by the central Italy earthquakes to digitally preserve and enhance their cultural heritage.

Alongside her doctoral studies, I completed the Executive Master in Culture & Health, "Designing Cultural Welfare: From Ideation to Impact Assessment", at the Cultural Welfare Center in Turin (2023–2024). During 2023 she also conducted a ten-month research stay at Staffordshire University, where I have been a visiting fellow since February 2024.

**Lorenzo Malloni** is an undisciplined architect and artist with an excitement for what is radically different. He graduated from the Milan Polytechnic with a degree in Environmental Architecture and went on to earn a double degree in Architecture at Tongji University in Shanghai. During his time in China, Lorenzo organised events in post-industrial locations and documented the lives of Shanghai's migrant workers in a series of documentaries. In 2014, he collaborated with the Moving Cities Think Tank to create the exhibition "Adaptation in China," which was showcased at the 14th Venice Architecture Biennale. Three of Lorenzo's video-graphic works were featured in the exhibition.

Since 2016, his personal research focuses on what he has defined as the "syntropic" phenomena of modularity in construction, an approach where group action and cooperation between the parts is favoured over that of individual entities.

Every "syntropic" work is both an assemblage of equal structural parts and a participatory practice by multiple individuals willing to invest and share their ideas and skills, escaping the mythologies of authorship. In both cases, cooperation between peers is revealed for the emergence of something that is greater than their mere aggregate of individualities.

From October 2019 to June 2022, Lorenzo worked closely with artist Tomas Saraceno as the head of production for the Aerocene department in Berlin. He is still the coordinator for the Italian

community of the Aerocene foundation, organizing workshops and collective activities in socially marginalized environments.

In July 2022 he co-founded the Inabita cooperative, a laboratory for the environmental, social and cultural challenges of inland areas in Italy, imagining and implementing their transformation through collective research-action practices.

His work is mostly carried out through participatory workshops engaging local communities. He has worked with marginalised groups, such as migrants and protected minors.



*Figure 7. Local Community Trainers: Giulia Lapucci and Lorenzo Malloni*

## 5.2. LWs1 Vision and Challenges

The Local Workshop 1 (LWs1) was held at “La Casa nel Cuore”, the headquarter of our LTF member, Anffas, on the 28<sup>th</sup> of September 2024. We invited people who shared their contact information at the Open Day and those whom we identified as relevant to our territory, to the selected RDDs and challenges. We started with an icebreaking moment through a bingo of characteristics/profiles, like a job or a hobby, that we asked people to look for among the rest of the participants and then to present. Then, we made a short recap of the project along with its objectives and explained the dynamics of the day.

We gave participants a postcard from the valley in 2040 and asked them to write it to a friend replying to the following questions:

- What do you envision happening in relation to the quality of life and services, including work, education, health and well-being?
- What kind of social change and care for others do you desire?
- What do you envision in relation to care for the environment, biodiversity and natural resources?
- How do you envision the development of technology and infrastructure?

At the end of the exercise, Davide Abbate graphically recorded the – sometimes very touchy – responses live.



Then, after a short coffee break in which we clustered those inputs on some white cardboards to drive the following exercise, we split the group into two, read them a scenario that we had developed based on the current demographic, climatic and economic trends in the area and asked them to think about the challenges that they foresee in relation to their personal, social and work spheres and to the different RDDs that we had chosen. After one hour of intense discussion, we asked a representative from each group to synthesize the results, again recorded masterfully by Davide.

The vision defined is:

*The participants imagined a Val di Fiastra where there will be integration and multiculturalism, cultural and social spaces, mutualism between communities, generational exchange of good practices, rediscovery of traditions and past knowledge.*

*Where there will be sustainable mobility, walking or cycling, bio-building, recovery of abandoned spaces, public funding for the social sector, job offers in the area, the possibility of working in efficient co-working spaces scattered throughout the area or choosing to work from home.*

*There will be more protected areas, less air pollution and fewer cars, there will be universities spread throughout the territory, common gardens to be managed in the community, possibilities for sports and meditation activities; working with symbiotic agriculture and a rediscovery of ancient agricultural varieties.*

*The elderly will have more telemedicine services reaching them and children and young people will learn through outdoor and interactive education.*

*Energy will be almost all from renewable sources, there will be a significant reduction in consumption and waste, and the healthiness of the landscape and its elements will increase, resulting in improvement in quality of life and repopulation of rural areas and villages in the valley.*

The meeting gathered 18 participants, including 10 new attendees who were not present at the previous Open Day. The majority belonged to the 18–35 age group (12 participants), while 3 were aged 35–50 and 3 between 50–65. No participants were recorded in the 65–80 or 80+ age ranges. In terms of gender, there were 10 women and 8 men, with no participants identifying as other genders. Some participants belonged to groups at risk of social exclusion: 1 migrant, 2 persons with disabilities, and 1 LGBTQIA+ participant.

When asked to express their preferences on Rural Development Drivers (RDDs), the following results emerged: Culture and cultural innovation received 10 votes, Local services, health and wellbeing 8 votes, Nature-based and cultural tourism 7 votes, Sustainable agrifood systems and ecosystem management 4 votes, Energy transition and climate neutrality 1 vote, Sustainable multimodal mobility 1 vote, and 1 vote was assigned to a transversal domain. Regarding participants' backgrounds, 11 identified as public/users, 5 as researchers, 2 as policy representatives, and 1 from the industry/services/investor sector. This variety of ages, experiences and professional sectors contributed to a rich and engaging discussion on rural development priorities.





Figure 8. Local Workshop 1 activities



Figure 10. Local Workshop vision

List of challenges	
Challenge 1 - Place based	<b>Low awareness of quality and value of local products to local and non-local consumers</b>
Challenge 2 - Place based	<b>Land abandonment and climate change adaptation for small farmers and producers</b>
Challenge 3 - Place based	<b>Lack of social and cultural activation of existing spaces</b>
Challenge 4 - Place based	<b>Lack of inclusive accessibility to local cultural events for people with disabilities, migrants and minorities</b>
Challenge 5 - Place based	<b>Improve long-term economic sustainability of socio-cultural organizations in the inland areas</b>
Challenge 6 – Place based	<b>Lack of affordable housing/ accommodation facilities</b>
Challenge 7 - Place based	<b>Lack of community caring practices</b>
Challenge 8 - Place based	<b>Difficulties in the maintenance and management of infrastructure for slow travel in the valley: cycle paths, footpaths, cycle routes, nature trails</b>
Challenge 9 – For open call for innovators	<b>Borgofuturo festival - sustainability and climate-resilient infrastructure</b>
Challenge 10 – For open call for innovators	<b>Smart water management solutions for drought-resilient agroecosystems</b>
Challenge 11 – For open call for innovators	<b>Setting up a direct distribution system for a sustainable local market</b>

### 5.3. LWs2 Learning from others

The Local Workshop 2LWs2 took place at the municipal library of Loro Piceno (MC), in str. Papa Giovanni XXIII, from 9:30 to 13:30 on Sunday 12<sup>th</sup> of January 2025. The workshop included a round of introduction among the participants, some of whom had not attended the first one, and then a brief overview of the project and of its progress until there, including introducing the recently integrated Local Community Trainers, Giulia and Lorenzo, to the RIE members. We then presented the results of the previous workshop, showing and briefly discussing the 8 place-based challenges and the 3 chosen for the open call for innovators, and exposed the dynamics of the current one.

Following the workshop guidelines, we split the group into two and distributed the sheets with a more detailed description of the place-based challenges on different tables. We also included the printout of the factsheets from that we had chosen the Solution Catalogue to drive the discussion and inspire the possible solutions to those challenges. Finally, each table had also the question card



to be filled in by the participants to the discussion on each specific challenge. Then we asked participants from one group to choose the challenge they were more interested in addressing. It was possible to join from one table to another one if they would also be interested in another challenge. After this first round that lasted around 30 minutes, we switched the groups and run the same dynamic for another 30 minutes. At the end of this phase, we invited everyone to a coffee break while we would go through the question cards trying to identify patterns or clusters of possible solutions. As a final phase, we shared the so identified solutions and, after a short discussion to better refine some of them, we gave each participant three stickers to attach below the solutions they preferred among those presented.

The meeting was attended by 24 participants, including 7 new attendees. The group showed a good age mix, with 12 participants aged 18–35, 4 between 35–50, 7 aged 50–65, and 1 participant in the 65–80 age range. No one was over 80. Gender representation leaned slightly towards male participants, with 15 men and 9 women, and no participants identifying as other genders. Several individuals belonged to groups at risk of social exclusion: 2 migrants, 2 people with disabilities, and 1 LGBTQIA+ participant.

As for RDDs, the preferred themes were culture and cultural innovation (13 votes) and local services, health and wellbeing (13 votes). These were followed by nature-based and cultural tourism (11 votes), sustainable agrifood systems and ecosystem management (7 votes), energy transition and climate neutrality (4 votes), and sustainable multimodal mobility (3 votes). Regarding participants' backgrounds, 19 identified as public/users, 6 came from the industry/services/investor sector, 5 represented the policy sector, and 1 from the research field.

The meeting offered a valuable opportunity to explore shared priorities for rural development, with a well-balanced group contributing a wide range of perspectives and experiences.



Figure 11. Local Workshop 2 activities

List of challenges	
Challenge 1 - Place based	<b>Low awareness of quality and value of local products to local and non-local consumers</b>

Challenge 2 - Place based	<b>Land abandonment and climate change adaptation for small farmers and producers</b>
Challenge 3 - Place based	<b>Lack of social and cultural activation of existing spaces</b>
Challenge 4 - Place based	<b>Lack of inclusive accessibility to local cultural events for people with disabilities, migrants and minorities</b>
Challenge 5 - Place based	<b>Improve long-term economic sustainability of socio-cultural organizations in the inland areas</b>
Challenge 6 - Place based	<b>Lack of affordable housing/ accommodation facilities</b>
Challenge 7 - Place based	<b>Lack of community caring practices</b>
Challenge 8 - Place based	<b>Difficulties in the maintenance and management of infrastructure for slow travel in the valley: cycle paths, footpaths, cycle routes, nature trails</b>

<b>List of solutions proposals</b>	
Proposal 1	<b>Launching a local operational group in agriculture</b>
Proposal 2	<b>Fiastra Valley ring (and cycle path) management</b>
Proposal 3	<b>House common good</b>
Proposal 4	<b>Together is better</b>
Proposal 5	<b>The art of inclusivity</b>

## 5.4. LWs3 Fine-Tuning

The LWs3 was built on the previous workshop and was run on two dates in order to dilute the groups invited to discuss each of the proposed solutions.

At each appointment, after a short recap of the project and of the objectives of the day, we split into groups based on which solution each participant was invited to discuss.

Using the Canva facilitated by UNIBO, translated in Italian and printed in A0 format, we went through the different sections and deepened the discussion at the level of defining the specific activities, targets, stakeholders involved, and resources needed. The almost two hours dedicated to this exercise proven to be not sufficient to go through the timeline, costs and future impacts of the solution, for which we organized another moment of confrontation at a second stage, once filled a first draft of the solution tables.

The meeting involved 29 participants, of whom 9 were new attendees joining for the first time. The group was predominantly young, with 18 participants aged 18–35, followed by 8 in the 35–50 range, and 3 between 50–65. No participants were recorded in the older age brackets.

Gender representation was balanced, with 16 men and 13 women, and no participants identifying as other genders.



A few individuals identified as belonging to socially vulnerable groups: 1 person with disabilities, 1 long-term unemployed participant, and 1 LGBTQIA+ participant. No migrants were present at this meeting.

In terms of Rural Development Domains (RDDs), the most frequently chosen theme was culture and cultural innovation (17 votes), followed by local services, health and wellbeing (11 votes) and nature-based and cultural tourism (9 votes). There was also notable interest in sustainable agrifood systems and ecosystem management (7 votes), while energy transition and climate neutrality and sustainable multimodal mobility each received 3 votes. No transversal approaches were selected. Regarding participants' backgrounds, 22 identified as public/users, while 7 came from the industry/services/investor sector, 3 from the policy sector, and 2 from research.

The meeting benefitted from the energy of a young and diverse group, and brought forward a strong interest in culture, wellbeing, and sustainable rural tourism as key priorities for development.



*Figure 12. Local Workshop 3 activities*

During Local Workshop 3 (LWs3), we used the RURACTIVE CANVA tool to refine the following selected solutions in detail:

- Local Agriculture Operational Group
- Fiastra Valley ring management
- House common good
- Together is better

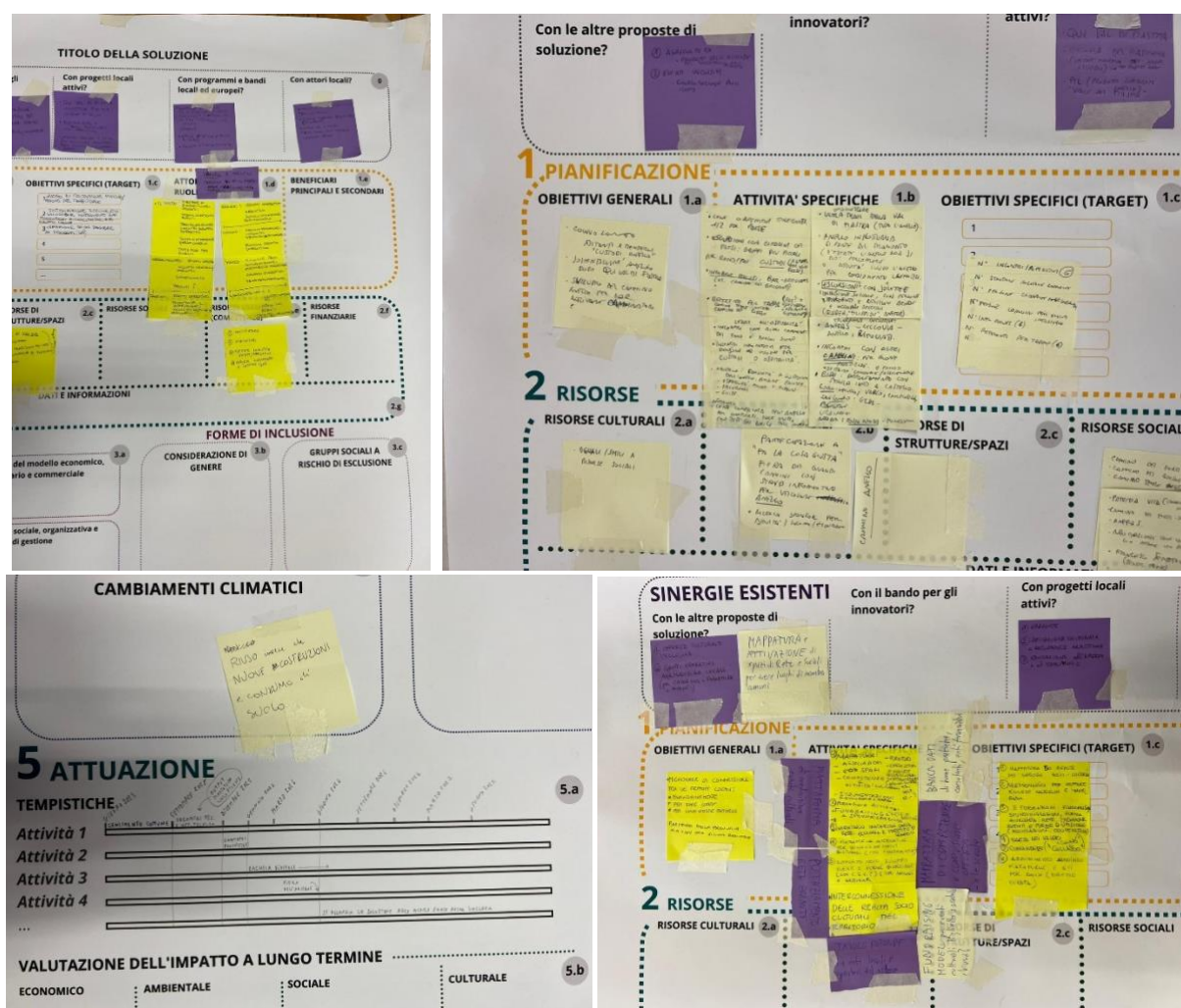


Figure 13. RURACTION Canva model for the selected solutions

## 5.5. Local Workshop 4: Co-Tuning

The fourth local workshop (LWs4) was held on May 20th, 2025, at the Centro Culturale E. Pasquali in Ripe San Ginesio. After a brief welcome and recap of the project's progress, participants were introduced to the main challenges identified in the area for the Open Call for innovators. The core of the meeting focused on the presentation of project proposals by three Innovators, each offering innovative solutions tailored to rural development needs. These were followed by open discussions at thematic tables, where participants and company representatives exchanged ideas, questions, and feedback in a collaborative setting.

The workshop concluded with a summary of the key outcomes and a look ahead to the next steps. The meeting offered a concrete opportunity to connect Innovators and their projects with real community challenges, strengthening dialogue and shared vision for the future.

The meeting was attended by 21 participants, with a strong representation of younger age groups: 15 participants aged 18–35, 4 between 35 and 50, and 2 between 50 and 65. No participants were recorded in the 65+ age ranges. From a gender perspective, the group consisted of 12 men and 9 women. Some participants identified as belonging to groups at risk of social exclusion, including 1

person with disabilities and 2 participants identifying as LGBTQIA+. As for participant backgrounds, the group included 7 public/users, 7 from the industry, services, or investor sectors, 6 from the research field, and 2 from the policy domain.

Participants were asked to express their preferences regarding the RDDs. The following results were recorded: Culture and cultural innovation (12 votes), Energy transition and climate neutrality (8 votes), Sustainable agrifood systems and ecosystem management (8 votes), Nature-based and cultural tourism (6 votes), Local services, health and wellbeing (5 votes), and Sustainable multimodal mobility (1 vote). These results reflect a marked interest in cultural innovation, environmental transition, and sustainable land management, with attention also given to tourism and local well-being.



Figure 14. LWS4 activities

Open Call for innovators: Selected Solutions Stage 1	
Proposal 1	<b>Borgo fresco- Climate resilient prototypes and durable resource management tools for rural Festivals - Latitude Platform</b>
Proposal 2	<b>COSMIC Cosmic rays probes for water management enhanced by seasonal forecasts - Amigo S.r.l.</b>
Proposal 3	<b>F.I.A.S.T.R.A. Fully Integrated Agricultural Supply-chain for Transparency and Resilient Agriculture - STEP sas di Bocchini Carla &amp; C.</b>



## 6. List of Solutions and action plan of implementation

In response to the challenges that Val di Fiastra faces, three integrated solutions have been developed through the co-development activities with the RIE members.

One initiative tackles the difficulties of maintaining the green infrastructure of slow walk in the Val di Fiastra, the so called "Anello Val di Fiastra", the solution is to create awareness and outreach in the local community, to maintain the ring of the Val di Fiastra as a common good

A second solution aims to fight the housing crisis, mainly due to the earthquake effects and to the lacking culture of renting in the valley, that is hindering any possibilities for reversing the negative demographic trends affecting the areas. It aims to study the housing union and the social housing models as effective solutions to adapt and replicate.

The third solution addresses issues of fragmentation and economic, social and environmental unsustainability of the cultural sector.

Together, these solutions seek to revitalise rural life by weaving nature based and cultural tourism, services for wellbeing and culture and inclusiveness.

Sol. N.	Solutions' title	Related challenge/s
1	<b>Fiastra Valley ring management</b>	<ul style="list-style-type: none"> <li>Difficulties in the maintenance and management of infrastructure for slow travel in the valley: cycle paths, footpaths, cycle routes, nature trails;</li> <li>Lack of affordable housing/ accommodation facilities</li> </ul>
2	<b>House common good</b>	<ul style="list-style-type: none"> <li>Lack of affordable and sustainable housing and depopulation</li> </ul>
3	<b>The art of inclusivity</b>	<ul style="list-style-type: none"> <li>Social, environmental and economic unsustainability of socio-cultural organizations in the inland areas;</li> <li>Lack of social and cultural activation of existing spaces;</li> <li>Lack of inclusive accessibility to jobs, housing, local cultural events for people with disabilities, migrants and minorities.</li> </ul>

### 6.1. Fiastra Valley ring management

Solution 1 - Fiastra Valley ring management	
<b>Objectives of the solution</b>	Manage the green infrastructure of the slow walk in Val di Fiastra through community awareness and sensitisation to maintain "Anello Val di Fiastra" as a common good.



<b>Brief Description (max 250 words)</b>	<p>To tackle the difficulties of maintaining the green infrastructure of slow walk in the Val di Fiastra, the so called "Anello Val di Fiastra", the solution is to create awareness and outreach in the local community, to maintain the ring of the Val di Fiastra as a common good. This will be valued and cared for by engaging with local walkers together with people from the municipalities where the path passes, making them aware of the particularities and beauties of the places and make them responsible for the state and management of the path, the accommodation of walkers and general information about the way.</p> <p>The solution creates info points in businesses of the villages along the route, so as to facilitate interaction between walkers and local people.</p> <p>Moreover, to address the problem and difficulties of finding cheap accommodations in Val di Fiastra and its historic centres for slow mobility tourism, it is proposed to create a list of private individuals interested in hosting walkers from outside on offer or at affordable prices and a municipal hostel for walkers and private hospitality on offer, to give the opportunity even to those who cannot afford high-cost accommodation to walk the ring and live the experience in company.</p>
<b>Relevant RDD and RDD subcategory</b>	Nature-based and cultural tourism
<b>Relevant Challenge/s</b>	<ul style="list-style-type: none"> <li>• Difficulties in the maintenance and management of infrastructure for slow travel in the valley: cycle paths, footpaths, cycle routes, nature trails;</li> <li>• Lack of affordable housing/ accommodation facilities</li> </ul>
<b>Specific Activities</b>	<ul style="list-style-type: none"> <li>• Organize thematic and itinerant meetings/ dinners/ aperitives raise awareness of some important issues for the route, inform local communities of the opportunities available and the needs that walkers may have while travelling along the Ring, with attention to diversities and, in some meetings, inviting people from other walking paths and local associations, working on these issues, to exchange best practices. The topics of the meetings will be:             <ol style="list-style-type: none"> <li>1. <b>Hospitality</b> Stakeholders in the valley who are involved in accommodation and hospitality and who are willing to host walkers in their homes will be invited to discuss their involvement and agreements to join the Val di Fiastra Ring hospitality network.</li> <li>2. <b>Climate change</b> Organise a meeting to discuss the implications and consequences that climate change will have on the use of the trail during the summer months and possible solutions to be implemented to partially mitigate the problem</li> </ol> </li> </ul>

3. **Biodiversity** Invite local associations involved in biodiversity and local flora and fauna to raise awareness among local communities about the risks that certain behaviours can pose and the best practices to adopt in order to preserve biodiversity along the route.
  4. **Disabilities** A meeting on disability will be organised to explore how the walk could accommodate initiatives with associations and groups linked to people with disabilities and how the signage should be adapted to diverse need of diverse people.
  5. **Info points and contact persons** Another meeting will focus on involving businesses in the six municipalities through which the Ring passes in order to create widespread info points (e.g. bars, shops, bakeries) that can serve as reference points for walkers, to disseminate materials and have an open place to rely on.
  6. **Women safety in walking paths** Another meeting will be dedicated to the topic of safety and inclusion for women, inviting organisations and associations already working on the issue of women's safety along the walking routes.
- Creation of info points and identification of contact persons for each stage, through the identification and involvement of local businesses in the valley for the information points and, referents for every village across the ring, of people active in the area in nature tourism who sign an agreement to make themselves available to walkers in case of need for assistance with logistical and organisational issues and other needs related to the walk.
  - Test those who want to participate in the network of facilities that can accommodate walkers for the night and can then start hosting hikers of the Anello Val di Fiastra, with agreements to guarantee discounted rates for those walking the Ring.
  - Organize excursions along the Ring to involve the local community and make them passionate about the places and routes, and also addressing issues related to the use of the Ring in warm seasons, to the biodiversity of the places crossed by the Ring, to its future sustainability over time and to the use of the Ring by people with physical and intellectual disabilities with a focus on their inclusion.
1. Climate change: organising night-time walks along the trails of the route to make people aware of the impossibility of walking it during the day in the hottest summer months).
  2. Go hiking using bikes for people with disabilities (joelette), to make

	<p>the trail accessible to everyone, making it inclusive, accessible and usable even for people with disabilities.</p> <p>3. Biodiversity: walk around the ring for botanical walks, activities of herbal recognition with local association.</p> <p>4. Mental wellbeing: with mindfulness sessions accompanied by a psychologist</p> <ul style="list-style-type: none"> <li>• Mapping climate shelters along the Val di Fiastra Ring to protect walkers from the sun and heat as they travel along the trail during the hottest months of the year and formalize the use of those spaces at certain times, with the municipalities and those who manage the spaces.</li> <li>• Create and implement along the path of inclusive totems featuring flora, fauna, mountain reliefs, and profiles of towns and their monuments to be installed in every municipality, making information accessible to people with various types of disabilities.</li> <li>• Looking for sponsors to make the Ring's activities and initiatives sustainable financially and economical to test future sponsorship over time and participate to network events</li> </ul>
<b>Targets</b>	<ul style="list-style-type: none"> <li>• 6 meetings organised in the villages of the Fiastra Valley</li> <li>• 6 excursions along the Ring to involve the local community, raise awareness and include groups at risk of exclusion</li> <li>• Creation of 7 diffuse info-points: one per village plus one in Abbadia di Fiastra</li> <li>• Identify 7 referents: one per stop, minimum 50% of women</li> <li>• Minimum 20 facilities belonging to hospitality and privates who can then start hosting walkers of the Anello Val di Fiastra</li> <li>• 70 people involved in excursions (at least 10 people with disabilities involved in the excursions)</li> <li>• 50 people involved in meetings</li> <li>• Creation of 5 inclusive panels</li> <li>• Climate shelters: at least 10 climate shelters mapped along the Val di Fiastra Ring</li> <li>• Participate to “Fa la cosa giusta”, a national fair on ethical economy to promote the ring</li> <li>• At least 5 sponsors to showcase in the communication materials</li> </ul>
<b>Location of implementation</b>	Fiastra Valley: five villages with the possibility of involving a sixth one
<b>Geography and territorial context</b>	Hilly, Fiastra river basin
<b>Integration of relevant crosscutting</b>	<b>Climate change adaptation and mitigation:</b> organisation of meetings on climate change effects related to the use of the Ring in the summer months. Promoting night-time excursions.



	<p>Climate change adaption initiatives: mapping climate shelters along the Val di Fiastra Ring to protect walkers from the sun and heat as they travel along the trail during the hottest months of the year.</p> <p><b>Social justice and inclusion:</b> inclusive excursions with persons with disabilities using joelettes and mental wellbeing walks with mindfulness sessions accompanied by a psychologist.</p> <p>Community involvement activities in ring management bring together different groups and different generations of people, helping the inclusion of groups at risk of exclusion.</p> <p>Create and implement along the path of inclusive totems featuring flora, fauna, mountain reliefs, and profiles of towns and their monuments to be installed in every municipality, making information accessible to people with various types of disabilities.</p> <p><b>Biodiversity:</b> walk around the ring for botanical walks, activities of herbal recognition with local association.</p> <p>Meeting inviting local associations involved in biodiversity and local flora and fauna to raise awareness among local communities.</p>
<b>Forms of Innovation considered</b>	<p><b>Digital and technological innovation:</b> add to the existing website of the Val di Fiastra Ring, the Ring-related services in an easy and intuitive way.</p> <p><b>Social, organisational and governance innovation:</b> create systems to manage the ring like the referent people, info points.</p>
<b>Gender Sensitive Planning aspects</b>	<p>Awareness raising about women safety in walking paths: organise meeting dedicated to the topic of safety and inclusion for women in walking paths, inviting organisations and associations already working on the issue of women's safety along the walking routes, organizing also a community exploratory walk (safety walk).</p>
<b>Resources/Capitals needed</b>	<p><b>Social:</b> other walking paths organisations; associations working with people with disabilities; other associations; local municipalities;</p> <p><b>Human:</b> environmental hiking guide, facilitator, social workers, disseminators.</p> <p><b>Financial:</b> local sponsors (companies, municipalities).</p> <p><b>Built:</b> Anello Val di Fiastra, meeting spaces in the villages involved</p>
<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>• Lucia Barchetta (CAI Fermo - hiking guide)</li> <li>• Ruben Azimut (hiking guide)</li> <li>• Nicola Pezzotta e Luca Marcantonelli (Con in faccia un po' di sole - hiking guides)</li> <li>• Nicola Paolucci (psychologist and hiker)</li> <li>• Anffas Sibillini (association works with people with disabilities)</li> </ul> <p>Organization of events, trails and all the other activities:</p>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>• Local residents</li> <li>• People with disabilities</li> <li>• Walkers who will make the ring</li> <li>• Local businesses</li> </ul>

<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>• Women</li> <li>• Older people</li> <li>• People with disabilities</li> </ul>
<b>Timeframe (M to M)</b>	<p>The activities would start in September 2025 with the first thematic meetings/dinners in the various municipalities of the Fiastra Valley, to start building the group of 'Guardians', the list of accommodation facilities, info points and referents.</p> <p>In the spring of 2026, they would also like to start hiking along the Ring, to be continued in the summer and autumn.</p>
<b>Indicative cost</b>	<p>The estimated total of the activities is around 17.500 €</p> <ul style="list-style-type: none"> <li>• 2500 organisation of six meetings/dinners</li> <li>• 4000 organisation of six excursions</li> <li>• 8000 inclusive panels (design, creation, installation)</li> <li>• 1000 activities to identify information points, contacts, sponsors</li> <li>• 2000 Communication: printing of communication materials, other communication items, photographers and video makers.</li> </ul>
<b>Indicative funding sources</b>	<ul style="list-style-type: none"> <li>• RURACTIVE funds</li> <li>• Possible funds from specific local/regional/national calls for proposals for walks</li> <li>• Local sponsors supporting the Ring</li> </ul>
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>• Economic</li> <li>• Environmental</li> <li>• Social</li> <li>• Cultural</li> </ul>
<b>Communication and Engagement</b>	<p>Direct communication with instant messaging platforms such as WhatsApp, for the most operative group.</p> <p>Use of Borgofuturo, Anello Val di Fiastra and other partners socials media for communication and invitations to meetings and excursions.</p> <p>Use meeting moments to convey useful messages and information, to also trigger word-of-mouth, which is essential in this type of activity in villages.</p> <p>Also we could use press releases for local newspapers, the "Anello Val di Fiastra" website, local radio stations, interviews with small local media</p>
<b>Sustainability consideration</b>	<p>If we succeed in effectively including and engaging the local community, we can aspire to make these systems for maintaining and managing the Val di Fiastra Ring economically and socially sustainable over time.</p>
<b>Synergies with other solutions</b>	<p>With the "The art of inclusivity" solution, with which to collaborate to make a meeting or other events in partnership.</p>
<b>Synergies with local policies</b>	<p>Qui Val di Fiastra – Anello Val di Fiastra</p> <p>Unione Montana Monti Sibillini - Ciclovía del Fiastra</p> <p>Regional calls for tenders related to tourism and walking routes</p>

## 6.2. House common good

Solution 2 – House common good	
<b>Objectives of the solution</b>	Re-inhabiting villages starting from the case study of Loro Piceno
<b>Brief Description (max 250 words)</b>	<p>The solution aims to fight the housing crisis, mainly due to the earthquake effects and to the lacking culture of renting in the valley, that is hindering any possibilities for reversing the negative demographic trends affecting the areas. In particular, it aims to study the housing union and the social housing models, the first based on the collective ownership of several houses that are then rented at affordable prices by the members of the union, the second on the public ownership of the houses rented at accessible prices. Moreover, the solution aims at decreasing the impact of the real estate industry by fostering the reuse and increased environmental performance of the existing built environment.</p> <p>In order to ensure the encounter between housing supply and demand, the solution includes adding a related section on the physical and digital bulletin board integrated in the Digital Ecosystem, a platform designed to serve the need of residents in the valley</p>
<b>Relevant RDD and RDD subcategory</b>	Local services, health and wellbeing - Housing
<b>Relevant Challenge/s</b>	Lack of affordable and sustainable housing and depopulation
<b>Specific Activities</b>	<ul style="list-style-type: none"> <li>• Mapping the empty houses together with the technical office of the municipality of Loro Piceno and investigate their state of conservation</li> <li>• Study the housing union and the social housing model</li> <li>• Mapping the landlords and consult them on housing models and expectations</li> <li>• Digital/physical bulletin board to map housing supply and demand</li> <li>• Elaborate guidelines for a locally adaptable, solidarity-based, accessible and sustainable housing model, which allows people at risk of exclusion such as migrants, women and non-binary, youth and people with disabilities, to access housing solutions with increased environmental performance</li> </ul>
<b>Targets</b>	<ul style="list-style-type: none"> <li>• At least 50 available houses mapped (including accessible, inaccessible and rented)</li> <li>• At least 10% of the house owners mapped engaged</li> <li>• 1 physical bulletin board per municipality and 1 digital bulletin board added to the Digital Ecosystem of the valley</li> <li>• Develop a local housing model that gives priority to people with marginalized abilities, origins, ages and genders, that promote a solidarity-based collective organization, and that increases the environmental performance of the houses (e.g. through changing windows, applying solar panels, etc.)</li> </ul>
<b>Location of implementation</b>	Fiastra Valley: five/six villages/towns (where appropriate)
<b>Geography and territorial context</b>	Hilly, Fiastra river basin



<b>Integration of relevant crosscutting</b>	<p><b>Social justice and inclusion</b> – the solution aims to allow people who would be excluded by real estate market dynamics (e.g. migrants, unemployed, women or non-binary, youth, people with disabilities, etc.) to access affordable and sustainable housing solutions</p> <p><b>Climate change adaptation and mitigation:</b> allowing to reuse and supporting the increased environmental performance of the existing housing infrastructure instead of building new houses.</p>
<b>Forms of Innovation considered</b>	<b>Social, organizational and governance innovation:</b> implementation of a housing union/social housing model based on the premise of a collective property
<b>Gender Sensitive Planning aspects</b>	Gender established as one of the priority criteria for housing allocation and the promotion of solidarity-based practices (e.g. intergenerational housing or cooperative childcare, which often respond to women's needs and unpaid care burdens)
<b>Resources/Capitals needed</b>	<p><b>Space:</b> technical office at the municipality (also as an information desk)</p> <p><b>Social:</b> La Foresta (RT) through the project Abitare Bene Comune, Fondazione Porta Palazzo (TO)</p> <p><b>Human:</b> housing agency, local technicians (architects, engineers, surveyor, etc.), university</p> <p><b>Financial:</b> RURACTIVE, Carima foundation, earthquake funds</p>
<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>• Technical officers: installation of the digital and physical bulletin boards and mapping the housing solutions</li> <li>• Municipality: working on the social housing model and publishing a call for landlords interested in taking part to the project</li> <li>• Inabita: studying the housing union and social housing models and mapping the empty houses</li> </ul>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>• New inhabitants</li> <li>• Landlords</li> <li>• Associations</li> </ul>
<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>• Women</li> <li>• Young people</li> <li>• Migrants and minorities</li> <li>• General public</li> </ul>
<b>Timeframe (M to M)</b>	<ul style="list-style-type: none"> <li>• Jun to Sep 2025: publish the call for landlords to join the project</li> <li>• Sep to Dec 2025: study of the housing union and social housing models and mapping the empty houses</li> <li>• Dec to Jan 2026: contact landlords</li> <li>• Jan to June 2026: creation and installation of the bulletin boards</li> <li>• Until June 2027: promote the model in the rest of the valley</li> </ul>
<b>Indicative cost</b>	<b>3500 euros</b> for consultancy work and other activities
<b>Indicative funding sources</b>	RURACTIVE
<b>Long Term Impact Assessment</b>	<ul style="list-style-type: none"> <li>• Economic: reduced housing cost in the valley</li> <li>• Environmental: reduced emissions due to the building industry and to mass tourism</li> <li>• Social: reinhabiting the valley</li> <li>• Cultural: enhanced practice of sharing</li> </ul>

<b>Communication and Engagement</b>	<ul style="list-style-type: none"> <li>Physical and digital bulletin boards</li> <li>Social media posting</li> </ul>
<b>Sustainability consideration</b>	The involvement of the municipality since the first pilot of this project is expected to increase its sustainability on the long-term
<b>Synergies with other solutions</b>	Diffuse housing project from ANFFAS
<b>Synergies with local policies</b>	<ul style="list-style-type: none"> <li>National Strategy for Inner Areas (SNAI),</li> <li>National Plan Recovery and Resilience (PNRR),</li> <li>Regional Strategy Sustainable Development (SRSVS),</li> <li>National Strategy Sustainable Development (SNSVS),</li> <li>Development and Cohesion Fund (FSC),</li> <li>Triennial Culture Plan,</li> <li>Regional Plan for Tourism,</li> <li>Regional Plan for Climate Change Adaptation,</li> <li>Regional Integrated Hamlet Plan</li> </ul>
<b>Synergies with EU policies when relevant</b>	<ul style="list-style-type: none"> <li>European Fund for Regional Development (FESR),</li> <li>European Social Fund (FSE)</li> </ul>

### 6.3. The art of inclusivity

Solution 3 - The art of inclusivity	
<b>Objectives of the solution</b>	Consolidate a network of association to ideate and organize inclusive and sustainable cultural events
<b>Brief Description (max 250 words)</b>	The solution addresses issues of fragmentation and economic, social and environmental unsustainability of the cultural sector. It aims to expand “Errante”, an already existing network of associations, by mapping further possible participants through a survey. After establishing a shared Charter of Values and co-designing guidelines for inclusive events and conducting trainings for their application, the solution aims to organize activities with a focus on the needs of people with different - and marginalized - abilities, culture, age, and gender, that can be attached to events already happening and organized by associations based in the valley. In addition, the solution includes the creation of a shared database of best practices, consultants, funding bodies and available public spaces to give members a good overview of the available resources, of a common calendar of events, and the translation of an already existing digital bulletin board to connect supply and demand for housing, mobility, and job across cultures.
<b>Relevant RDD and RDD subcategory</b>	<p><b>Local services, health and wellbeing:</b> Bottom-up initiatives for care;</p> <p><b>Culture and cultural innovation:</b> Tangible cultural heritage management and conservation, Audience development activities and service diversification in cultural institutions; Use and reuse of space (public, private, open space and buildings)</p>
<b>Relevant Challenge/s</b>	<ul style="list-style-type: none"> <li>Social, environmental and economic unsustainability of socio-cultural organizations in the inland areas;</li> <li>Lack of social and cultural activation of existing spaces;</li> </ul>

	<ul style="list-style-type: none"> <li>• Lack of inclusive accessibility to jobs, housing, local cultural events for people with disabilities, migrants and minorities.</li> </ul>
<b>Specific Activities</b>	<ul style="list-style-type: none"> <li>• Mapping associations, spaces, competences, suppliers and professionals (e.g. on safety rules, admin, etc.), equipment, scenography and furniture</li> <li>• Prepare a survey for entities mapped including questions on the kind of activity, spaces used/needed, tools, contacts</li> <li>• Co-design of "Add a sit at the table" guidelines for inclusive (e.g., about eating abilities/habits/culture, mental/physical abilities, migration status, gender, age, race, etc.) and sustainable (e.g. using local food supply, reduced energy consumption and emissions, use of reusable materials, etc.) events</li> <li>• Creation of digital content (infographics, brochures, social media content) to disseminate the guidelines.</li> <li>• Organize a training directed to local associations for using the guidelines and the database, on fundraising and sponsorship, on the legal structure of the network of associations (like ARCI), on event organization, on HACCP, on the impact of the cultural sector on climate change</li> <li>• Organize events (e.g., wild plant recognition, vegetable garden, "born to read", community game with the Ludobus) taking the guidelines into account</li> <li>• Create a language-inclusive digital bulletin board for supply/demand of jobs, housing, shared mobility, events, etc.</li> <li>• Make the digital bulletin board accessible through a digital literacy training</li> </ul>
<b>Targets</b>	<ul style="list-style-type: none"> <li>• Mapping 50 socio-cultural entities</li> <li>• 40 administered surveys</li> <li>• Workshop for manifesto, charter of values and guidelines elaboration with at least 10 participating associations</li> <li>• 1 workshop on the creation of content for the graphic restitution (online and on paper) of the guidelines</li> <li>• 3 trainings (fundraising and sponsorship, legal form as network, events organization, climate change and biodiversity in cultural events, inclusive cultural events) with at least 30 participants</li> <li>• Dissemination of the guidelines on social media and with printed material</li> <li>• Apply the guidelines to at least 4 events within already happening festivals in the valley (e.g., Maratonda, Magicabula, Vino Cotto Festival, Borgofuturo) with at least 50 participants each</li> <li>• 1 event to present the digital bulletin board with at least 50 participants</li> <li>• 1 digital literacy course with at least 20 participants</li> </ul>
<b>Location of implementation</b>	6 Villages/towns of the Fiastra Valley
<b>Geography and territorial context</b>	Hilly, Fiastra river basin



<b>Integration of relevant crosscutting</b>	<p><b>Social justice and inclusion:</b> the solution aims to support cultural entities which are usually struggling to survive in rural areas, where spaces and funding for culture are lacking, also leading to problematic effect in terms of awareness and sensitivity towards issues of social justice and inclusion, as addressed by the guidelines</p> <p><b>Climate Change Mitigation and adaptation:</b> training on the impact of the cultural sector on CC, and guidelines including resources sharing and reuse, attentive to temperature-sensitive people (e.g. elderly), to local food-supply, etc.</p>
<b>Forms of Innovation considered</b>	<b>Social innovation:</b> digital bulletin board facilitating social connection and resource sharing, guidelines fostering social inclusion
<b>Gender Sensitive Planning aspects</b>	<p>With the guidelines, we aim to value and share care work and responsibility, usually delegated to women, and to consider how to organize inclusive and gender-sensitive cultural events (e.g., attention to timing, accessibility, safety, care needs).</p> <p>We also plan to analyse the gender balance within local cultural associations (e.g., who manages them, who organizes events, who attends) through the survey and to apply gender balance criteria in working groups or roundtables, monitoring their participation during the project</p>
<b>Resources/Capitals needed</b>	<p><b>Social:</b> CSV marche, Colla APS</p> <p><b>Cultural:</b> best practices for inclusivity, language, reciprocity culture, kamishibai, traditional music and dance, traditional meals</p> <p><b>Natural:</b> local products for the buffets, green areas for the events</p> <p><b>Spaces:</b> municipalities' squares for the community game, "born to read" events, training space</p> <p><b>Human:</b> social media and comms manager for the dissemination of the guidelines and of the events, nutritionist, speech therapist/swallowing expert, inclusivity expert, IT trainer, roundtable facilitator, survey designer</p>
<b>Main stakeholders involved and their contribution</b>	<ul style="list-style-type: none"> <li>• Stilla, CSV and Ultracolti coop: to map local cultural entities</li> <li>• Borgofuturo, Congerie, Stilla: prepare and distribute the survey</li> <li>• Divin Cotti: training on HACCP</li> <li>• Borgofuturo: training on fundraising</li> <li>• Nutritionist (Anffas) to design healthy and food allergy/intolerance/choice (e.g., vegan, vegetarian) menu for the events</li> <li>• Speech therapist/swallowing experts (Lara Migliorelli) to design swallowing-able friendly menu for the events</li> <li>• Alberghiero Cingoli and local restaurants, bars to apply the guidelines</li> <li>• LCTs for the digital literacy training</li> <li>• Borgofuturo to organize the workshop for the co-creation of the guidelines, conduct the training and implement the guidelines at events</li> <li>• Inabita to contribute to the workshop for the co-creation of the guidelines and implement them at events</li> </ul>

	<ul style="list-style-type: none"> <li>Colmurano municipality, “Born to read” volunteers, Biblioloro, Cult, Occhio Nascosto, Anffas to contribute to the workshop for the co-creation of the guidelines and implement them at events</li> <li>Elisa Michelini to translate the digital bulletin board</li> </ul>
<b>Main and other Beneficiaries</b>	<ul style="list-style-type: none"> <li>Associations/entities organizing events</li> <li>Local restaurants, bars, hotels, farmers</li> <li>Migrant first accommodation centre “Le Grazie”</li> <li>Anffas</li> <li>Citizens (especially youth, women and elderly)</li> <li>Local municipalities</li> </ul>
<b>Target groups at risk of exclusion</b>	<ul style="list-style-type: none"> <li>Women</li> <li>Young people</li> <li>Older people</li> <li>People with disabilities</li> <li>Migrants and minorities</li> </ul>
<b>Timeframe (M to M)</b>	<p>Jun to Dec 2025: prepare and administer the survey</p> <p>Sep to Dec 2025: workshop to co-design the guidelines, implement the digital bulletin board and organize a training for its use</p> <p>Jan to March 2026: organize the trainings</p> <p>April 2026 to July 2027: organization of the inclusive events</p>
<b>Indicative cost</b>	<ul style="list-style-type: none"> <li>Workshop: 100 euros for the materials and 2000 for consulting experts</li> <li>Trainings: 200 euros for the materials and 3000 for the trainers</li> <li>Dissemination: 200 euros to print the guidelines and 500 for the social media manager</li> <li>Events: 8000 (2000 euros each)</li> <li>Communication: 2000 (materials, photographers, videomakers and other costs)</li> <li>Activities of mapping associations, create a language-inclusive digital bulletin board, creation of digital content (infographics, brochures, social media content) to disseminate and other activities: 3000</li> </ul> <p><b>Total budget: 19.000€</b></p>
<b>Indicative funding sources</b>	RURACTIVE
<b>Long Term Impact Assessment</b>	<p><b>Economic:</b> increased viability of the cultural entities in the valley</p> <p><b>Social:</b> higher consideration given to inclusivity and contrast the outward flow of cultural entities in the area</p> <p><b>Cultural:</b> increase of events sensitive to human variability and secure a continued cultural offer in the area</p>
<b>Communication and Engagement</b>	<ul style="list-style-type: none"> <li>Post on social media of the municipalities and the associations involved</li> <li>Produce fliers for each event</li> </ul>
<b>Sustainability consideration</b>	<ul style="list-style-type: none"> <li>Involving the municipalities in the enforcement of the guidelines is a warranty of their long-term application</li> <li>Connect the inclusive events to others already organized is of help to both initiatives</li> </ul>

<b>Synergies with other solutions</b>	<ul style="list-style-type: none"> <li>• “Errante” as a shared resource among a network of association</li> <li>• Cultural activation and artistic residencies</li> <li>• Outdoor education to involve artists in the didactic program</li> <li>• Fiastra Valley walking path: accessibility</li> <li>• Living: scattered co-living for elderly, people with disabilities, families in need</li> </ul>
<b>Synergies with local policies</b>	<ul style="list-style-type: none"> <li>• National Strategy for Inner Areas (SNAI),</li> <li>• National Plan Recovery and Resilience (PNRR),</li> <li>• Regional Strategy Sustainable Development (SRSVS),</li> <li>• National Strategy Sustainable Development (SNSVS),</li> <li>• Development and Cohesion Fund (FSC),</li> <li>• Triennial Culture Plan, Regional Plan for Tourism,</li> <li>• Regional Plan for Climate Change Adaptation,</li> <li>• Regional Integrated Hamlet Plan</li> </ul>
<b>Synergies with EU policies when relevant</b>	<ul style="list-style-type: none"> <li>• European Fund for Regional Development (FESR)</li> <li>• European Social Fund (FSE)</li> </ul>