



### Maratonda folkloristic competition in streaming for accessibility



Fiastra valley, Marche, Italy



Hilly; Predominantly rural, close to a city



**Led by:** APS Borgofuturo

**Dynamo partner:** D8 - Fiastra Valley



Project supported by private investment, sponsors who have contributed a donation in exchange for visibility

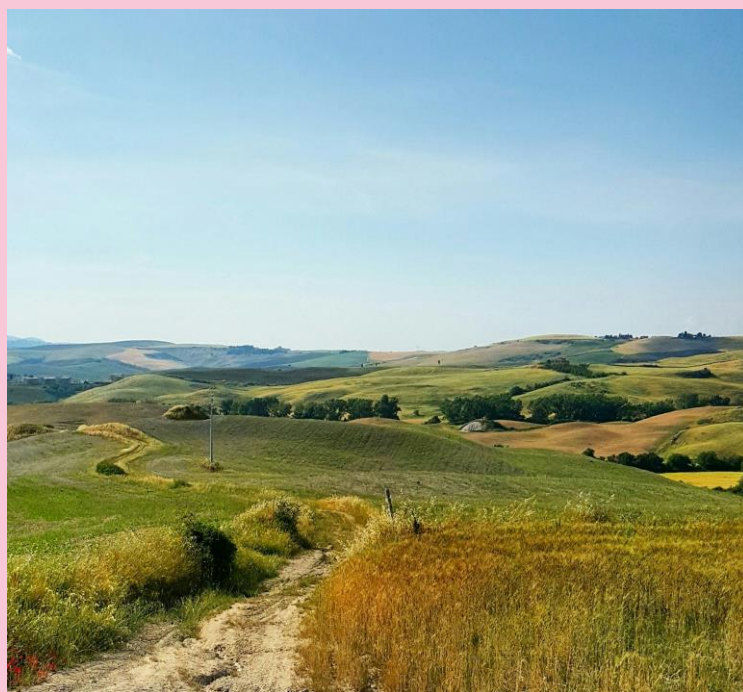


**Culture and cultural innovation**

**Short- or long-term cultural events**

#### Aim

Increases accessibility to the live event and later fruition of the competition Maratonda to the general public, especially those not able to be present onsite.



Landscape of the area

## Story

The Maratonda starts with the 2020 edition of Borgofuturo Festival, which had the aim of scaling up to the whole Fiastra valley and unifying the residents of all villages in a single healthy competition.

Annual, intergenerational and amatorial competition among the Fiastra Valley residents, enhancing the Valley identity and strengthening the local sense of community. Moreover, the digital enjoyment of the competition has contributed to a different perception of traditional and folkloric games in the valley.

There have already been three editions of Maratonda.

## CROSS-CUTTING PRIORITIES

Social justice  
and inclusion



## INNOVATION

Social,  
organizational  
and governance



Digital and  
technological  
innovation



Website: <https://www.facebook.com/borgofuturo.net>



Co-funded by  
the European Union

Project funded by



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,  
Education and Research ERER  
State Secretariat for Education,  
Research and Innovation SERI



UK Research  
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