

South East Europe Transnational Programme

Project Idea Form

Project idea's title

Priority

(choose priority and indicate the relative area of intervention)

Project Idea Promoter

(name of the institution)

Contact Person

CULTURAL LANDSCAPE JOINS CIVIL ECONOMY <i>homo reciprocans</i> approach to the promotion of sustainable development in mountain areas	
<input type="checkbox"/> Priority Axis 1	AoI _____
<input checked="" type="checkbox"/> Priority Axis 2	AoI Enhancing the attractiveness of the territory in support of socio-economic development and sustainable tourism by protecting the cultural heritage and landscape
<input type="checkbox"/> Priority Axis 3	AoI _____
<input type="checkbox"/> Priority Axis 4	AoI _____
PARCO NAZIONALE DELL'APPENNINO TOSCO EMILIANO	
Name Vincenzo Barone Address ECO&ECO – ECONOMIA ED ECOLOGIA SRL, STRADA MAGGIORE 29, 40125 BOLOGNA Country ITALY Tel 0039 051 6564115 Email barone@eco-eco.it	
Is the applicant the project's potential Lead Partner? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If not, is the potential Lead Partner already being chosen? <input type="checkbox"/> Yes <input type="checkbox"/> No	

Background (main problems or challenges to be addressed)

The abandonment of mountain areas is often associated with the lost of biodiversity as much as the features of cultural landscape. When it happens, it also produces the increase of vulnerability of territories and problems like soil erosion and fire.

The promotion and recover of traditional economy, stimulated by the use of innovation in organization and technology, permits to avoid such problems and to reduce the trend of depopulation at the same time.

This project idea recognize the important role played by "civil economy" in stimulating good practices of sustainable management of territory. The civil economy perspective is founded on the principle of reciprocity (fair trading): it can be interpreted in this specific context as a new way and opportunity to involve private enterprises, together with public institutions, local communities and volunteers in developing cooperative behaviours directed to sustainable development.

The main challenge of the project is: to identify local actors who already deal with sustainable development, operating as subject of civil economy (*reciprocans*); to work with them in order to promote sustainable development by enforcing their role inside the local community. We want, in addition to the main challenge, to extract from this experience a model on the role of civil economy in the promotion of sustainable development in mountain protected areas.

This initiative aims to export, implement and conceptualize the experience of “Community Tourism” developed in the area of Appennino Tosco-Emiliano National Park . This national park together with a local agency for rural development, promoted in recent years the development of this kind of ethical and environmental tourism. Local enterprises, public actors, associations and citizens subscribed an agreement to cooperate in offering the territory to visitors. This experience registered good effects either for the high grow of number of visitors, and for the enforcement of local social capital.

Objectives (main and specific objectives to be achieved)

We expect, at this stage of elaboration of the project, the following specific objectives in all the area involved in the project:

- reduction in the trend of depopulation, abandonment of territory and decrease of traditional works and know how;
- increase of occupation in the economic sectors connected with conservation and development of cultural and natural resources;
- reduction in the trend of lost of biodiversity and traditional features of cultural landscape;
- increase of voluntary work;
- increase of *reciprocans* actors and enforcement of social capital;
- increase in the opportunity of cooperation between the protected areas involved in the project;
- identification of a new approach in the promotion of sustainable development in mountain protected areas.

Main foreseen activities

The project is divided in five work packages (WP): each partner is responsible for the planning and management of one WP.

Each WP will concentrate on a specific subject of environmental management, like: forest management, soil protection, urban planning, management of pasture land, management of watercourses. These subjects will be studied both in relation with cultural landscape and biodiversity protection, and with the opportunity of promoting civil economy. For this second aspect, it will be a special focus on the main economic sectors usually present in mountain protected areas, like the following: tourism, agriculture, forestry, cattle breeding, traditional craft, local production.

Each WP schedules four different activities:

- territorial and social analysis (analysis of the relations between natural/cultural resources, local economy, policies and actors);
- elaboration of an action plan (identification of a strategy for the management of the specific subject of intervention and evaluation of its contribution to the development of civil economy);
- elaboration and realization of a pilot project (for each subject of intervention the partner responsible of the WP will carry out a pilot project);
- subscription of one or more agreements between protected areas authorities and local actors for the management of natural and cultural local resources.

Expected outputs and results

Some of the main outputs are summarized in the following points:

- realization of at least five projects to recover cultural landscape and protection of biodiversity;
- subscription of at least five local agreements for the sustainable development based on the principles of “civil economy”;
- elaboration of at least five strategies and programmes for the preservation of cultural landscape and biodiversity;
- elaboration of guidelines on the methodology for the promotion of civil economy in mountain protected areas;
- realization of a website of the project, and on the subject of civil economy in mountain protected areas.

Innovative character of the project idea

The innovative character of the project idea is the promotion of civil economy approach for sustainable development in mountain protected areas. It is based on the idea that a community

where its members have a behaviour not directly self-interested, can develop better than a community where its members have a self-interested behaviour.

This approach can be important in marginal territories, as mountains. Many protected areas have been promoting sustainable development policies, but without registering significantly economic effects. We think that usual development policies fails in marginal areas, because they try to promote the development of services and goods which have not a sufficient demand by themselves.

This innovation wants to support the production of trust among members of local communities and in general among actors of the markets of services and goods produced in the protected areas. Trust is a very important resource: it permits to reduce cost of production (less transactions and more cooperation during the production phase); it permits to enrich services and goods produced of ethical values; it gives satisfaction and self-esteem to local actors.

The way to increase the production of trust is to support who already acts as *homo reciprocans*, voluntary associations, cooperative and groups like the ones of "Community Tourism" in the Appennino Park. The success of their experience of civil economy, will be a model for other actors of the marketplace, to change their behaviour from self-interested to not-self-interested. The diffusion of innovative model of economy by emulation, is well expressed by economic history and theory: Emilia-Romagna, for example, experimented in the second part of XXth century the development of industrial districts, based on trust and cooperation among actors, in regional central areas.

Partnership

Partners involved at this stage

ERDF Partners	
IPA Partners	Tara National Park (Serbia)/ Ministry of Environmental Protection of Serbia
ENPI Partners*	

Partners requested

ERDF Partners	We are looking for other three mountain protected areas from three countries of the South East Europe area: <ul style="list-style-type: none"> - Austria - Bulgaria - Greece - Hungary - Romania - Slovakia - Slovenia
IPA Partners	
ENPI Partners	

Estimated Total Budget

2.500.000 €

* ENPI Funds won't be available for the 1st Call. Partners from Ukraine and Republic of Moldova can be involved by applying for the 10% rule.

Does your project idea foresee the application for the 10% rule*

<input type="checkbox"/> Yes. Please, explain in detail what will it be used for and the relevance for the project	<input checked="" type="checkbox"/> No
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Estimated duration

(in months)

30/36

- ☐ I would like my project's idea to be published on the Southeast Europe Transnational Programme's website and presented during the SEE kick off event.

* The 20% rule is not applicable for the 1st Call.