Atti della XXIII Conferenza Nazionale SIU - Società Italiana degli Urbanisti
**DOWNSCALING, RIGHTSIZING. Contrazione demografica e riorganizzazione spaziale**
Torino, 17-18 giugno 2021

03

# LE POLITICHE REGIONALI, LA COESIONE, LE AREE INTERNE E MARGINALI

A cura di
Federica Corrado, Elena Marchigiani, Anna Marson, Loris Servillo

Società italiana degli urbanisti SIU
PLANUM PUBLISHER | www.planum.net

Società italiana degli urbanisti SIU

PLANUM PUBLISHER | www.planum.net

Planum Publisher e Società Italiana degli Urbanisti
ISBN: 978-88-99237-30-1
DOI: 10.53143/PLM.C.321

I contenuti di questa pubblicazione sono rilasciati con licenza Creative Commons, Attribuzione - Non commerciale - Condividi allo stesso modo 4.0 Internazionale (CC BY-NC-SA 4.0)

Volume pubblicato digitalmente nel mese di aprile 2021
Pubblicazione disponibile su www.planum.net |
Planum Publisher | Roma-Milano

# 03 LE POLITICHE REGIONALI, LA COESIONE, LE AREE INTERNE E MARGINALI

A cura di
Federica Corrado, Elena Marchigiani, Anna Marson, Loris Servillo

Atti della XXIII Conferenza Nazionale SIU - Società Italiana degli Urbanisti
**DOWNSCALING, RIGHTSIZING. Contrazione demografica e riorganizzazione spaziale**
Torino, 17-18 giugno 2021

**Atti della XXIII Conferenza Nazionale SIU**
**Società Italiana degli Urbanisti**

**DOWNSCALING, RIGHTSIZING.**
**Contrazione demografica e riorganizzazione spaziale**
**Torino, 17-18 giugno 2021**

**Responsabile scientifico**
Claudia Cassatella

**Comitato scientifico, Giunta Esecutiva della Società Italiana degli Urbanisti 2018-2020 e 2020-2021**
Maurizio Tira (Presidente), Maurizio Carta, Claudia Cassatella, Giovanni Caudo, Paolo La Greca, Giovanni Laino, Laura Lieto, Anna Marson, Maria Valeria Mininni, Stefano Munarin, Gabriele Pasqui, Camilla Perrone, Marco Ranzato, Michelangelo Russo, Corrado Zoppi

**Comitato locale, Dipartimento Interateneo di Scienze, Politiche e Progetto del Territorio del Politecnico e Università di Torino**
Cristina Bianchetti, Grazia Brunetta, Ombretta Caldarice, Nadia Caruso, Federica Corrado, Giancarlo Cotella, Antonio di Campli, Carolina Giaimo, Umberto Janin Rivolin, Fabrizio Paone, Elena Pede, Angelo Sampieri, Loris Servillo, Luca Staricco, Maurizio Tiepolo, Ianira Vassallo, Angioletta Voghera

**Progetto grafico**
Federica Bonavero

**Redazione Planum Publisher**
Cecilia Maria Saibene (Coordinamento), Teresa di Muccio, Laura Infante, Marco Norcaro

Il volume presenta i contenuti della Sessione 03,
“Le politiche regionali, la coesione, le aree interne e marginali”
Chair: Elena Marchigiani (Università degli Studi di Trieste, Dipartimento di Ingegneria e Architettura - DIA), Anna Marson (Università IUAV di Venezia, Dipartimento di Culture del progetto - DCP)
Co-Chair: Federica Corrado, Loris Servillo (Politecnico di Torino, Dipartimento Interateneo di Scienze, Progetto e Politiche del Territorio - DIST)

Ogni paper può essere citato come parte di Corrado F., Marchigiani E., Marson A., Servillo L. (a cura di, 2021), *Le politiche regionali, la coesione, le aree interne e marginali. Atti della XXIII Conferenza Nazionale SIU DOWNSCALING, RIGHTSIZING. Contrazione demografica e riorganizzazione spaziale, Torino, 17-18 giugno 2021*, vol. 03,
Planum Publisher e Società Italiana degli Urbanisti,
Roma-Milano 2021.

# INDICE


9 **Le politiche regionali, la coesione, le aree interne e marginali. Introduzione** · Federica Corrado, Elena Marchigiani, Anna Marson, Loris Servillo

## Nuove narrazioni

12 **La marginalizzazione delle piccole isole italiane** · Mariella Annese, Nicola La Macchia, Federica Montalto

17 **Per un cambio di paradigma nelle aree interne. Dal perseguimento dell'inversione demografica alla pianificazione della contrazione. Dati e scenari dal Materano** · Stefano D'Armento

25 **Il discorso rurale** · Antonio di Campli

31 **Territori marginali e finestre di opportunità. Norcia tra gli eventi sismici del 1979 e del 2016** · Marco Emanuel Francucci

37 **Lo sforzo inutile di Colapesce. Le aree interne in Sicilia tra declino demografico e ipertrofia urbana** · Francesco Martinico, Fausto Carmelo Nigrelli, Antonino Formica

48 **Aree interne della Campania tra svuotamento e nuova progettualità. Il caso dell'Alta Irpinia** · Giuseppe Mazzeo

55 **Oltre la retorica del borgo: un approccio sistemico per il bilanciamento territoriale** · Stefania Oppido, Stefania Ragozino, Katia Fabbricatti, Gabriella Esposito De Vita

62 **Le Alpi Apuane: un'antropogeografia tecnologica in risposta alla fragilità delle aree interne della Lunigiana** · Margherita Pasquali

83 **New encounters between human and more-than-human actors (viruses and bacteria included): vulnerability of cities and the (sub)urban future** · Camilla Perrone

90 **Coast-to-land. Un'indagine trasversale per la riconnessione dei territori marginali della Regione Marche** · Caterina Rigo

## Trans-territorialità

99 **I territori marginali come laboratorio di futuro per le politiche di innovazione digitale** · Cosimo Camarda

107 **Pattern di contrazione e dinamiche locali. Risorse di rete e opzioni di adattamento per i territori della Val Parma/Val d'Enza** · Barbara Caselli, Martina Carra

115 **Ingegneria degli indicatori per la caratterizzazione dei territori ad elevata fragilità nelle aree interne italiane. Il caso dei comuni dell'Orvietano** · Lorena Fiorini, Francesco Zullo

121 **Le Valli di Lanzo in prospettiva metromontana: esperienze didattiche di progettualità integrata** · Mauro Fontana, Loris Antonio Servillo

129 **Metropoli di Paesaggio: basso, (anti)fragile, potente** · Sergio Fortini

135 **Contrazione consapevole. Una proposta dall'area greco-calabra per la città metropolitana** · Marco Mareggi

141 **Oltre il cratere, ripensare le relazioni tra aree esterne ed interne della Sardegna** · Agostino Strina

150 **Interpretare l'accessibilità per ridefinire la marginalità: il caso delle Aree Interne** · Bruna Vendemmia, Paola Pucci, Paolo Beria

## Ri-pensare modelli di sviluppo

160 **Ri-pensare la produzione in montagna. Aree dismesse e prospettive di governance** · Fulvio Adobati, Emanuele Garda, Lorenzo Migliorati, Marcello Modica

169 **Il rilancio delle aree interne attraverso la rivitalizzazione dei borghi e dei centri minori** · Natalina Carrà

179 **Co-developing heritahe-led regeneration plans in rural areas: the RURITAGE methodology for community-based heritage management and planning** · Elisa Conticelli, Claudia De Luca, Angela Santangelo, Simona Tondelli, Michele Perello, Javier Lopez

186 **Un possibile modello di gestione collettiva del Parco integrato "Terme Lucane" di Latronico (PZ)** · Emanuela Coppola, Giuseppe Bruno, Egidio De Stefano

192 **Progettare i territori marginali della transizione energetica: alcune riflessioni su buone e cattive pratiche a partire dalle vicende del "mini" idroelettrico sul Piave** · Fabrizio D'Angelo

201 **Ripartire dall'Osso. Nuovi turismi rigenerativi per i territori rurali di margine** · Catherine Dezio, Diana Giudici

208 **Tra sospensione e accelerazione. Rischi e contraddizioni delle narrazioni sui territori in contrazione** · Alberto Marzo, Valeria Volpe

216 **Il patrimonio culturale e paesaggistico nelle strategie di sviluppo locale: progettualità nelle aree interne di Piemonte e Liguria** · Erica Meneghin

223 **Le antiche percorrenze e la temporalità nelle aree interne per una rinascita sostenibile dei borghi abbandonati** · Francesca Pirlone, Ilenia Spadaro, Selena Candia

## Politiche, risorse, strumenti

234 **L'analisi spaziale di rete: uno strumento per definire la marginalità dei territori campani** · Antonia Arena

242 **Paesaggi rurali storici della Sardegna e strumenti di pianificazione** · Danila Artizzu

249 **Lo sviluppo socio-culturale del promontorio di Capo Colonna a Crotone nel quadro normativo regionale** · Vincenzo Paolo Bagnato, Ada Palmieri

255 **Orientamenti per una nuova pianificazione regionale. Macroregioni, contesti e progetti** · Donato Di Ludovico, Pierluigi Properzi

263 **"Aree interne" tra fragilità e solidità: dal racconto alla proposta** · Rosa Anna La Rocca

273 **La Strategia Nazionale Aree Interne: (primi) ritorni di esperienza dai Monti Reatini** · Marco Leonetti

280 **La Basilicata alle prove con la pianificazione paesaggistica in uno scenario di crisi globale. Quale azione paesaggistica e quali scenari di senso** · Mariavaleria Mininni, Angela Cicirelli, Miriam Romano, Maddalena Scalera

286 **L'autoresponsabilità della governance: forme volontarie di pianificazione e programmazione territoriale** · Giovanni Ottaviano, Luciano De Bonis

292 **Processi d'innovazione per i territori "in contrazione": politiche, strategie, prospettive per affrontare la sfida del declino demografico** · Gabriella Pultrone

304 **Co-progettazione, compagini locali e politiche per lo sviluppo locale: note dall'attuazione della SNAI nella Provincia autonoma di Trento** · Federico Sartori, Paolo Rosso

310 **Un Parco nella Sicilia più nascosta** · Valeria Scavone, Salvatore Danilo Mistretta

318 **Politiche di coesione e ambiti urbani: i POR FESR 2014-20 cristallizzati dal Covid-19 e l'avvio della programmazione 2021-27** · Carlo Torselli

## Public engagement e ruolo delle università

331 **Fare urbanistica in cammino: l'esperienza di Sardinia Reloaded del Laboratorio del Cammino** · Anna Maria Colavitti, Luca Lazzarini, Serena Marchionni, Cristiana Rossignolo

340 **Ri-Abitare i luoghi patrimoniali "remoti". L'innovazione concettuale per reinterpretare l'abitabilità dei territori** · Concetta Fallanca

346 **B4R Branding4Resilience. Tourist infrastructure as a tool to enhance small villages by drawing resilient communities and new open habitats** · Maddalena Ferretti, Sara Favargiotti, Barbara Lino, Diana Rolando

355 **FOODdia ca Furria: un progetto di ricerca di comunità nella Valle del Simeto in Sicilia** · Agata Lipari Galvagno

363 **Territori di potenziale eccellenza, nel Friuli Venezia Giulia. Esercizi di rappresentazione e progetto, nelle aree SNAI e dintorni** · Elena Marchigiani, Paola Cigalotto

# Co-developing heritage-led regeneration plans in rural areas: the RURITAGE methodology for community-based heritage management and planning

**Elisa Conticelli**
Alma Mater Studiorum – University of Bologna
Department of Architecture, CIRI Building and Construction
Email: *elisa.conticelli@unibo.it*

**Claudia De Luca**
Alma Mater Studiorum – University of Bologna
Department of Architecture,
University of Plymouth, Sustainable Earth Science Institute
Email: *claudia.deluca5@unibo.it*

**Angela Santangelo**
Alma Mater Studiorum – University of Bologna
Department of Architecture
Email: *angela.santangelo@unibo.it*

**Simona Tondelli**
Alma Mater Studiorum – University of Bologna
Department of Architecture, CIRI Building and Construction
Email: *simona.tondelli@unibo.it*

**Michelle Perello**
Consulta Europa Projects and Inoovation
Email: *michelle.perello@consulta-europa.com*

**Javier Lopez**
Consulta Europa Projects and Inoovation
Email: *javier.lopez@consulta-europa.com*

**Abstract**
Participatory planning processes are commonly implemented in cities, while they are quite uncommon in rural areas. The H2020 RURITAGE project aims to turn rural areas in sustainable development demonstration laboratories, through the enhancement of their unique Cultural and Natural Heritage potential, by establishing a new heritage-led rural regeneration paradigm. The ambition is to provide all potentially interested rural areas with tailored co-design approaches and methods to develop their rural regeneration strategies. A new methodology, the so-called RURITAGE methodology for Community-based Heritage Management and Planning (CHMP) has been designed with a theoretical background and an operative programme to co-develop and co-implement heritage-led regeneration strategies in rural areas.
This paper presents the first step of the CHMP methodology consisting in the establishment of the Rural Heritage Hub as a central innovation space at the intersection of social, cultural and technological innovation of rural areas. The Rural Heritage Hubs are contributing to develop a deep sense of ownership and responsibility among the inhabitants of rural areas, mainly through local engagement. Results are presented for the 6 rural areas across Europe identified as Replicators within the RURITAGE project.

**Keywords:** rural areas, heritage, community

## 1 | Introduction

Rural areas around Europe and beyond face great issue of depopulation, disengagement, and ageing population (EPSON 2017, Delgado Vinas 2019) resulting in chronic social and economic crisis. At the same time, they are cradle of natural and tangible and intangible cultural heritage, containing a huge potential for local sustainable and inclusive regeneration process. The H2020 RURITAGE project aims to sustainably enhance local heritage for regional and community development, working closely with 19 rural communities in Europe and Latin America. The RURITAGE paradigm aspires to regenerate rural areas building on six identified drivers for development, the so-called Systemic Innovation Areas (SIAs), which recognize Cultural and Natural Heritage (CNH) as a powerful driver of sustainable and inclusive local development. Within RURITAGE, local cultural and natural heritage is enhanced at local level working with local communities on the six SIAs, namely: Pilgrimage, Resilience, Sustainable Local Food Production, Integrated Landscape Management, Migration and Art and Festivals. Through the analysis of 13 Role Models in Europe and Latin America, RURITAGE supports the co-creation and implementation of heritage-led regeneration strategies in 6 Replicators.

While participatory planning process are commonly implemented in urban areas, and despite the high-quality work performed in some areas within the LEADER approach, inclusive and community-based planning and management process are still quite uncommon in rural areas. Likewise, the ambition of RURITAGE is to foster participatory management, responsibility and ownership of CNH in the involved communities through the establishment of Rural Heritage Hubs (RHH).

Each rural territory involved in RURITAGE – both Role Models and Replicators, 19 in total – has established its own Rural Heritage Hub, which is constituted by a community of local stakeholders as well as a physical meeting place where co-creation activities take place. Similar to the urban living labs, the RHH are social spaces embedded in physical and multifunctional spaces where stakeholders and local communities are engaged together in a new form of collaboration, focused on the local heritage management and planning. RURITAGE sets the basis for the creation of such spaces, which will allow building a sense of ownership from the local community's perspective. Setting up an RHH means to identify the community of local stakeholders that need to be engaged at the very first stage and the identification of the most suitable space where to host the living lab. This paper presents the main steps needed to set up a Rural Heritage Hub, based on the RURITAGE paradigm – Section 2 – and the existing and alive RHH established in the 6 RURITAGE Replicators around Europe – Section 3.

## 2 | RURITAGE approach to rural community engagement: the RURITAGE Methodology for Community-based Heritage Management and Planning and the role of the Rural Heritage Hub

Within RURITAGE a crucial task has been the identification of a proper methodology for engaging the local communities in the definition and implementation of shared heritage-based strategies for regenerating their local territory, while fostering a sense of ownership of the CNH.

The result of this task is the RURITAGE Methodology for Community-based Heritage Management and Planning (CHMP) (Perello et al., 2019) that provides an operative programme to co-develop heritage-led regeneration strategies in rural areas, based on a sound theoretical background. More in detail the CHMP methodology foresees a series of key phases and participatory activities for effectively co-creating rural regeneration strategies based on the valorisation and promotion of the local CNH. Local communities potentially interested in undertaking a rural regeneration process are the main target groups.

The establishment of the RHH is the first stage of the co-creation process identified by the CHMP methodology which defines the approach for activating the Rural Heritage Hubs and managing and monitoring the activities that take place there. In this process, two main steps can be identified: the stakeholders identification and engagement, and the RHH identification and development as a multifunctional space where to investigate and further boost the social innovation potential related with heritage through a participatory and co-creation process.

### 2.1 | Set up of the RURITAGE Rural Heritage Hub – phase one: stakeholder identification

The identification and engagement of relevant stakeholders has been led through a multi-stakeholder, inclusive approach with aims at involving a rich variety of key interest groups in the project activities that ensure a wide range of visions and opinions in the discussions, paying special attention to rural vulnerable groups such as migrants or disabled people. Thus, the RURITAGE methodology for stakeholder identification and engagement was developed based on experiences from past EU-funded projects and "I-CEE" methodology (Calabro et al, 2018; Durham et al, 2014). This methodology involves four stages: Identifying, Connecting, Engaging, and Enabling.


Le politiche regionali, la coesione, le aree interne e marginali. A cura di Corrado F., Marchigiani E., Marson A., Servillo L.
Planum Publisher e Società Italiana degli Urbanisti, Roma-Milano 2021 | ISBN: 978-88-99237-30-1 | DOI: 10.53143/PLM.C.321

The Identifying stage first implied building a stakeholder typology to better understand which stakeholders need to be engaged and how to do so in an effective manner. Figure 1 represents the four functional areas from which the key interest groups were identified.

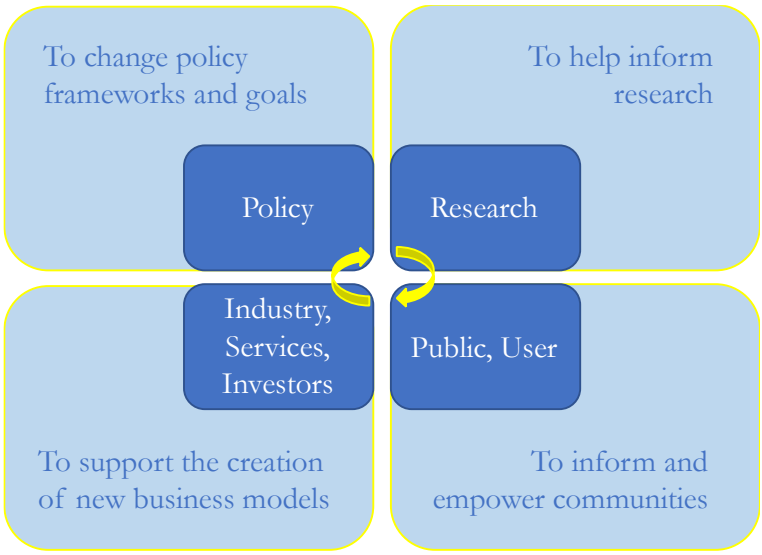


*Figure 1* | Core areas for dissemination and stakeholder engagement. Source: RURITAGE.

The "Policy" group concerns, for instance, regional and local governing bodies and institutions with responsibility in territorial development or planning, urbanism, management of cultural and natural heritage sites, tourism, education, or culture. The "Public/User" group involves the local community, civil society organizations, schools and other education and training centres, local action groups, etc. The "Research" group entails universities and/or research institutes engaged in research related to cultural and natural heritage management, among other fields. Lastly, the "Industry/Services/Investors" group involves public and private investors, key service providers and representatives of key value chains according to the local specificities and interests, such as tourism, cultural and creative industries, food, arts and crafts etc.

The Connecting stage aimed at ensuring optimal connection with stakeholders by recruiting stakeholders for the Rural Heritage Hubs of each Replicator and Role Model and increasing awareness of the project's scope, objectives, methods and timescales. Practical recommendations for connecting with stakeholders involved the preparation of an initial information set in the local language, identification, and engagement of "local heroes" that act as multipliers, reach out through existing actors and channels, and organization of informative events.

In relation to the Engaging stage, its core objective was maintaining stakeholder awareness and interest within the hubs to support the co-development, co-implementation, and co-monitoring of the heritage-led regeneration strategies. Despite the limitations in community participation in rural contexts (Kilpatrick, 2009) RURITAGE proposed to optimize the recruitment process through a set of several steps: identification of potential participants, setting the invitation criteria, inviting participants, and enrolment and confirmation. To ensure a successful process, individual motivation and feedbacks were considered critical principles to embrace. In addition, informing stakeholders about the benefits from participating in the RHHs was crucial to achieve this.

The last stage, Enabling, entailed creative communication and dissemination designed to maximize the potential for take-up and adoption of the co-developed heritage-led regeneration strategies.

Furthermore, the RURITAGE methodology also involved the development of a stakeholder "living" database, at both organizational and individual level, that allows to further analyse stakeholder engagement characteristics and needs in the project's rural areas prior to and during Rural Heritage Hubs' activities.

### 2.2 | Set up of the RURITAGE Rural Heritage Hub – phase two: the role of the local coordinator and the physical space

Once rural territories identified their local stakeholders, another critical step is to identify a proper physical place where to establish the Hub. Ideally, it should be located in a building characterized by historical and cultural value, with spaces and facilities that allow to perform different kind of activities, depending on the

number of participants and the activities themselves. Indeed, the Hub should be felt as a new place of identity for the local community, where to build a sense of belonging and ownership of the local territory and CNH, with maximum space capacity and distribution suitable for running the participatory activities.
In the longer run, efforts must be put into sustaining the community. In this sense, making the physical space vibrant and alive with other activities not directly related to RURITAGE is a crucial part of the sustainability of the Hubs and of the innovative participatory process that has been considered.
Therefore the methodology suggests to give multiple functionalities to the Hub space to ensure that the local community can uses the Hub continuously and with diverse purposes, further strengthening the sense of ownership, and leading to building a stronger and closer community, which is one of the main objectives of the project itself.
Some examples of different uses that could be given to these spaces to keep them vibrant and useful in the long run are: co-working space, newspaper library with "internet point", literature club activities, book exchange point, repair café, second hand market, handcrafts workshops, sewing class, wellness spot (e.g. yoga, pilates or fitness lessons), language courses, dance lessons, movie nights, theatre lessons, chess club, business meeting center, photography workshops. Setting up a Community calendar of the different activities run in the hub and opening times is an important element to consider keeping the hub a living space all along the year. The calendar must be shared to all the target groups, online and offline for those without access to internet and communication and dissemination materials should be put in place in a permanent manner in the Hub, to both promote the Hub activities and attract more potential interested actors.
Another critical stage in the Hub establishment is the identification of the RHH coordinator who is crucial for the success of the co-creation process and for ensuring the vitality of the Hub in the long run.
The main issue in the Hub set up is to build and develop relationships and sufficient trust among the stakeholders to discuss problems and share ideas and visions for their territory. During this stage communities are often particularly fragile, as the effort of starting new stable structures and cooperation patterns is high. The role of the coordinator is particularly important in this stage. The coordinator should actively engage community members since the very beginning, sharing the vision and goals of the RHH. A typical work plan in this phase would be to initiate community events and spaces, build connections between core group members, find the ideas, insights, and practices that are worth sharing; and identify opportunities to provide value. This allows the coordinator to pave the way for successfully planning, organizing and facilitating the key community events and activities foreseen in the CHMP methodology for supporting the definition of the heritage-led regeneration plans within RURITAGE.

## 3 | Rural Heritage Hubs: some examples from RURITAGE communities

The Rural Heritage Hubs in Replicators vary from a range of heritage protected buildings as the Negova castle in Slovenia and the former town dairy in Norway, to the regeneration of unused former schools as the case of the Replicators from Austria/Slovenia, Italy and Turkey. They also vary when it comes to main building use. Some have chosen to establish the RHH in their own headquarters, as in Germany and Norway, while some others preferred to identify *ad hoc* public or private spaces. Nevertheless, all the RHH are characterised by multi-functional spaces that can host a wide range of events within and beyond the RURITAGE project framework, and they provide internet connection and WiFi spots for the rural communities. The following description aims at presenting the main characteristics in terms of location, population gravitating around the RHH, main building use and other functions, as well as at highlighting the preliminary results of the involvement of the rural community in the activity run. While the main activities undertaken by the Replicators during the co-development phase of regenerations plans – Launch event, Serious Game workshop, Participatory workshop, Business Model workshop, Round-table and Final event to launch implementation phase – have been led by the CHMP methodology (Perello et al., 2019) the type of stakeholders involved varied greatly among the Replicators depending on their SIA of interest (Perello and Lopez-Murcia, 2020).
The Karavanke/Karawanken UNESCO Global Geopark is a cross-border geopark which includes 14 municipalities altogether. The RHH of the Karavanke/Karawanken UNESCO Global Geopark is in the village of Tichoja/Tihoja part of the municipality of Sittersdorf, Austria, which counts a population of around 2,000 inhabitants. The RHH itself is a former primary school, built in 1880, and called St. Philippen ob Sonnegg/Šentlipš. A renovation of the school took place in 1996, however in 2001 the school formally closed its doors, to open again in 2019 as RHH. The infrastructures available count two offices and additional space in the meeting room, sports hall and the lobby for various events, such as stakeholders' meetings, roundtables, workshops, exhibitions. Mayors and other municipalities' representatives, tourism and cultural associations, citizens, researchers, teachers and students, graphic


Le politiche regionali, la coesione, le aree interne e marginali. A cura di Corrado F., Marchigiani E., Marson A., Servillo L.
Planum Publisher e Società Italiana degli Urbanisti, Roma-Milano 2021 | ISBN: 978-88-99237-30-1 | DOI: 10.53143/PLM.C.321

designers, farmers and restaurants are the main stakeholders involved, while the number of participants varies depending on the aim of the workshops, counting for more than 180 participants in total.

Since Magma UNESCO Global Geopark was established as a geopark in 2008, it has been actively working in the field of community engagement and valorisation of cultural and natural heritage through tourism activities and educational programmes. The RHH is located in the city centre of Eigersund municipality in South West Norway. There are about 15,000 people living in Egersund, and about 32,000 people living in the geopark area, which consists of 5 municipalities. The RHH is the Magma UNESCO Global Geopark headquarter, situated in an old historical building dates back to 1850, which used to be the town dairy. With its 26 meters high chimney, the protected building is a well-known and important landmark in the townscape of Egersund. The participants to the RHH events have been more than 70 among mayors, politicians, local food producers, teachers and students, partners in food development project, adventure and activity partners of the Magma Geopark, farmers, hospitality representatives, tourism offices and museum representatives.

The Geo-Naturpark Bergstraße-Odenwald UNESCO Global Geopark is located in southwest Germany, covering the states of Hesse, Bavaria and Baden-Württemberg which includes 102 municipalities. The RHH is located in the headquarters of the geopark in Lorsch. Equipped with 12 offices and one large meeting room, it is situated in the city centre of Lorsch, close to UNESCO World heritage Site Abbey Lorsch. The RHH is suitable for meetings up to 20 individuals. About 50 meters close by, there is a big conference hall, suitable for 170 participants. Representatives of the International Forest Art Association, members of clubs, representatives of municipalities and local government, regional development institutions, UNESCO World Heritage Messel Pit, tourism and information centre representatives and citizens are the main stakeholders involved with more than 130 participants overall.

The village of Negova is situated in the municipality of Gornia Radgona in northeast Slovenia, where approximately a total population of 8,500 people live. The RHH is located at the Negova Castle. Inside the Castle and its buildings, as well as outside in its courtyard, several events are taking place throughout whole year, e.g. festivals, exhibitions, concerts, performances, workshops, literature readings, projections presentations and other meetings. There is also an herbs and spices garden and many gardens are set around the castle walls, where ecological farming brings local community together in offering organic domestic food and genuine traditional products. Since 2014, the Negova Castle has been the residence of the Photographic Federation of Slovenia which organises photo exhibitions. Mayors and other municipalities' representatives, local development agencies, farmers, citizens, craftsmen and artists, cultural association, representatives agro-tourism sector, local food companies, representatives from schools and universities, student organizations, tourism organisations, and museum representatives have been involved in the RHH activities, counting for more than 2,000 participants in total.

Appignano del Tronto is a village with 1,728 inhabitants located in the hilly territory of the south of Marche Region, in the Tronto River basin. The RHH is located in a former nursery school. Before the RURITAGE project started, a part of the building was renovated and used as an auditorium. In 2019, the remaining part was restored in the framework of the RURITAGE project, and the RHH has been established. The RHH consists of an open space of about 50 square meters, without architectural barriers that make it accessible to all, and with modular furniture, to support a wide range of events and to be flexible to stakeholders' needs and to make it accessible to all. The RHH is equipped with video projector and sound system. Representatives of local institutions, public bodies, municipalities, local companies, universities, scientific community, church, cultural associations, local hero, farms, citizens and food providers have been the main active stakeholders, while the participants involved in the RHH have been more than 200 overall.

The area of the Izmir Replicator includes Bergama, Dikili and Kinik district municipalities. The RHH is located in Yukaribey Village with around 1,000 inhabitants, which is part of the Bergama municipality. The RHH has been established in an old primary school building owned by the village cooperative. It was extensively repaired during the first phase of the RURITAGE project. Since the official launch of RHH on July 2019, the former school building has been used for meetings and courses within the scope of the RURITAGE project and beyond. The hub consists of a meeting room, a training room, a computer room, an office room, and a kitchen, counting a total area of 145 square meters. It is used for organizing courses, film screenings, meetings, and trainings. The participants to the RHH events have been more

than 450, mainly representatives of cooperatives and associations in the field of culture, art, tourism and food, tourism companies, public service provider companies, local governments, central government, universities, chambers of engineers, citizens and media,

## 4 | Conclusions

This paper explains the first step of the RURITAGE Methodology for Community-based Heritage Management and Planning consisting in the identification and the establishment of the Rural Heritage Hub (RHH) as a central innovation space at the intersection of social, cultural and technological innovation of rural areas. This study presents 6 out of the 19 RHHs that have been set in the RURITAGE territories since 2018, focusing on the crucial steps needed to activate a successful participatory process in rural areas.

The process of setting up the Rural Heritage Hub resulted in a very diverse ecosystem of stakeholders involved into the project activities including representatives of local institutions, public bodies, municipalities, local companies, universities, scientific community, church, cultural associations, farms, travel agencies, museum, citizens and food providers. This wide participation of actors, with around 5000 people participating into the activities of the different RHHs, with their expertise, theirs stakes, and their ideas generated a powerful added value in the definition of the strategies for the regeneration of their territories. Also, the diverse composition of the stakeholders in terms of age, gender, education and role in the communities provided useful input to develop truly inclusive strategies and objectives.

This process resulted from the implementation of several steps in the establishment of the RHH. Firstly, a careful identification, selection, direct contact and engagement with local stakeholders according to the main characteristics and resources of the territory; secondly, the identification and restoration, whenever needed, of the physical space identified to gather the stakeholders and the whole civil society; thirdly, the activation of the physical space of the RHH as a multifunctional space. Spaces with diverse functions have been re-adapted and re-used assigning them a new and innovative multifunctional value. This value was in most cases recognized by the community; fourthly, a proper communication and dissemination of the new space functions, involving the community from the very beginning in this process – participated launch event; lastly, the well-defined role and responsibilities of the local Rural Heritage Hub coordinator that acted as a great facilitator between the managing organization (municipalities, geoparks, metropolitan areas, etc.) and the local community.

Within the 6 presented cases, the Rural Heritage Hubs are contributing to develop a deep sense of ownership and responsibility among the inhabitants of rural areas, through local engagement and participation. The RURITAGE ambition is to provide all potentially interested rural areas with tailored co-design approaches and methods to develop their rural regeneration strategies, following the developed guidelines and methodology. In this direction the project is already working with 47 additional rural communities that have been selected by a call for interested parties at the beginning of 2019. 12 out of these 47 communities signed an agreement with the project and are already working on the establishment of their own Rural Heritage Hub.

## References


Calabro M., Khan U., Hameleers M., Kabamba Y., Rubtsove N. (2018), *D5.1 – Dissemination and Communication Strategy, IC-Health*.

Chambers R. (1994), "Participatory Rural Appraisal (PRA): Challenges, Potentials and Paradigm", in *World Development,* 22(10), pp. 1437–1454.

Delgado Viñas C. (2019), "Depopulation processes in European Rural Areas: A casa study of Cantabria (Spain)", in *Europ. Countrys*, 11(3), pp. 341-369.

Durham E., Baker H., Smith M., Moore E., Morgan V. (2014), "The BiodivERsA Stakeholder Engagement Handbook", in *BiodivERsA*, Paris.

EPSON (2017), *Shrinking rural regions in Europe Towards smart and innovative approaches to regional development challenges in depopulating rural regions.*

Kilpatrick S. (2009), "Multi-level rural community engagement in health", in *Australian Journal of Rural Health*, 17(1), pp. 39-44.

Perello M., Avagnina B., López-Murcia J., Heirman K., Tondelli S., De Luca C. (2019), *RURITAGE Methodology for Community based Heritage Management and Planning – CHMP.* Available at: https://www.ruritage.eu/resources/publications/ (latest access: 23rd July 2020).

Perello M., López-Murcia J. (2020), *RHHs stakeholders' database.* Available at: https://www.ruritage.eu/resources/publications/ (latest access: 1st October 2020).




Planum Publisher e Società Italiana degli Urbanisti, Roma-Milano 2021 | ISBN: 978-88-99237-30-1 | DOI: 10.53143/PLM.C.321

**Acknowledgment**
This research work has been developed within the RURITAGE project, that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 776465. The contents reflect only the authors' view and the European Union is not liable for any use that may be made of the information contained therein.