

University of Macerata
University Research Projects - Year 2022

FORM PROPOSAL TEMPLATE /
Line A
Interdisciplinary Research Line in public-private and public-public partnerships

Proposal acronym / Project acronym: CH IAS (Cultural Heritage, Innovation, Inclusion, Inner Areas, Sustainability)

# Proposal full title / Full title of the project:

Innovation and inclusion for the enhancement of cultural heritage and the sustainable development of inner areas.

# Proposal summary / Project summary (max 5000 characters):

The project intends to contribute to the identification and diffusion of development models of marginal territories, centered on culture, as a vehicle for the production of economy and the fight against social inequalities. More specifically, the objective of the project is the identification of inclusive and innovative measures, tools and institutions for the enhancement of the cultural heritage of the internal areas, able to guarantee a more efficient management of the cultural heritage and a sustainable development of the inner areas.

The research group intends to specifically analyze the <u>following issues</u>: a) innovative tools for the enhancement of cultural heritage (and in this case regeneration and reuse); b) cultural heritage, tourism and sustainable development of inner areas; c) *disaster risk policies* applied to cultural heritage; d) identification and management of tourist-cultural itineraries.

These are issues that involve a plurality of scientific sectors (in different disciplinary areas: legal, economic and humanities), all indispensable for an adequate achievement of the specific objectives of the project. For this reason, the research group has a <u>highly interdisciplinary composition</u> and brings together researchers from various universities (Italian and foreign) and research centers, who have already gained significant experiences about this research topic. In many cases the members of the group have also directed and coordinated projects in the field national and European on the themes of the project. All the members of the research group share an approach and a working method with respect to the proposed theme.

In addition to the professors of various Italian universities, important public and private partners have already expressed their willingness to join the project. Among the first are the Aria Center for the internal areas of the University of Molise (<a href="http://aria.unimol.it/">http://aria.unimol.it/</a>) and the Gran Sasso Science Institute (<a href="https://www.gssi.it/">https://www.gssi.it/</a>). Both partners have gained significant experience on the theme of the development of inner areas, both in terms of scientific research and in the context of national and European planning. It is useful to note that both Centers operate in territories with respect to which the question of inland areas is central. For this reason, in addition to the scientific and planning of subsequent and further project proposals, the involvement of researchers who belong to the indicated Research Centers is also essential with respect to one of the main outcomes of the project, namely the identification and sharing of best practices that can be extended to other territories (eg the Marche region), and more generally for the shared definition of alternative and innovative tools and models for the enhancement of cultural heritage.

Among the private partners who have already joined the project: Futuridea ( <a href="https://www.futuridea.net/">https://www.futuridea.net/</a>), Melting pro ( <a href="https://meltingpro.org/">https://meltingpro.org/</a>).

The partners already involved (public and private) therefore have specific skills on the subject, also useful for contributing to a more precise definition of the research lines and the identification of regulatory and application solutions to the issues that emerged in the experiments already underway, according to a *problem-driven*.

Compared to the state of knowledge on the issue of enhancing the cultural heritage of inland areas, the achievement of the specific objectives indicated would allow for <u>significant improvements</u> with respect to the following aspects: a) having a clearer institutional and legal framework, with regard to some specific profiles indicated in detail below; b) have accessible research results to recover the historical memory of a place; c) have maps that identify cultural assets at risk and natural hazards.

The implementation of the project, therefore, aims to establish a research network that brings together university professors (and research centers) with the public-private partnership, able to share and strengthen their respective skills, also in view of participation in subsequent calls in national and European context on the topics indicated.

Through the definition of inclusive cultural heritage enhancement models capable of activating effective forms of involvement of the local communities of reference, the project therefore aims to improve the social and economic well-being of communities in fragile territories, reducing territorial and social inequalities.

The final results of the research will be published in an open access volume and disseminated in a conference organized at the University of Macerata.

Priority area (s) of National Research Program addressed by the project / PNR priority areas covered by the project:

Health
Humanistic culture, creativity, social transformations, a society of inclusion
Security for social systems
Digital, industry, aerospace
Climate, energy, sustainable mobility
Food, bioeconomy, natural resources, agriculture, environment

#### List of ERC Panel:

https://erc.europa.eu/sites/default/files/document/file/ERC Panel structure 2021 2022.pdf

<u>Indicate a maximum of three ERC Panel concerning the proposal / indicate a maximum of 3 ERC Panels characterizing the project</u>

**ERC Panel 1**: SH2\_4 Legal studies, constitutions, human rights, comparative law.

ERC Panel 2 : SH1\_15 Public economics; political economics; law and economics. SH7\_7 Cities; urban, regional and rural studies

**ERC Panel 3**: SH5 8 Cultural studies, cultural identies ancd memories, cultural heritage.

## Key words / Keywords (5 max):

Internal areas, cultural heritage, enhancement, sustainability, inclusion.

#### Duration (expressed in months):

12 months

Possible international, EU or national call to apply by the end of the project / Possible national, European or international calls to participate at the end of the project: (indicate title, code and link / indicate title, code and link)

The project, entitled "Innovation and inclusion for the enhancement of cultural heritage and the sustainable development of internal areas", intends to set up a network of university researchers and public and private partners, identified among subjects who have already carried out significant planning and research activities on the subject, with the aim of participating in subsequent international tenders within cluster 2, Culture, Creativity and inclusion society, of Horizon Europe, (https://horizoneurope.apre.it/struttura-e-programmi/global-challenges-european-industrial-competitiveness/cluster-2/) and/or national, which will be published, within the sector relating to humanistic culture, creativity, social transformation, inclusive society, with specific regard to cultural heritage (point 5.2), whose "priority objective is investment in the development and enhancement of cultural heritage, history and creativity of the country, and the reduction of social and economic inequalities", based on the National Research Plan 2021-2027, https://www.mur.gov.it/sites/default/files/2021-01/P nr2021-27.pdf. The chosen research topic is in line with national and European research priorities.

# Name of the Principal Investigator (PI) / Name of the PI:

Carmen Vitale

## Department of the Principal Investigator / Department of IP:

Department of Education, Cultural Heritage and Tourism

# List of participants:

List the members of your research group / List the members of your research group

Participant name / Name of the participant	Position held	Department / Institution Department / Institution	Type of Institution
Mara Cerquetti		Department of education sciences, cultural heritage and tourism	UNIMC
Emanuela Stortoni		Department of education sciences, cultural heritage and tourism	UNIMC
Grazia Li Pomi	Professor of Sustainable Enterprise in the Green Economy	Department of Economics and Law	UNIMC
Giulia Amadio	PhD student	Department of Economics and Law	UNIMC
Andrea Caligiuri	Associate Professor of International Law	Department of Law	UNIMC
Alessio Bartolacelli	Associate Professor of Commercial Law	Department of Law	UNIMC
Laura Marchegiani	Full professor of commercial law	Department of Law	UNIMC
Angela Cossiri	Associate Professor of Constitutional Law	Department of Law	UNIMC
Giacomo Menegus	Research Fellow in Constitutional Law	Department of Law	UNIMC

Monica Stronati	Associate Professor of	1	UNIMC
	Medieval and Modern Law History		
Maela Carletti	Researcher of Paleography	Department of Humanities	UNIMC
Maria Ciotti	Associate Professor of Modern History	Humanities	
Anna Ilaria Trapè	Associate Professor of Agricultural Law	Department of Political Sciences, Communication and International Relations	
Giulia Lapucci		Department of Political Sciences, Communication and International Relations	
Francesca Di Lascio	Associate Professor of Administrative Law	1	TRE
Federica Passerini	Research fellow in international law	Department of humanistic-literary, philosophical and juridical studies	,
Diana Santiago Iglesias	Associate Professor Associate) of administrative law		Compostela University
Leonardo Sanchez Mesa Martínez.		Departament of administrative law	University of Granada
Stefano della Torre	Full Professor of Restoration	Architecture, Built Environment and Construction Engineering)	
Silvia Cerisola	Assistant Professor of Applied Economics		
Cristina Boniotti	TD Researcher of Restoration	Architecture, Built Environment and Construction Engineering)	
Elisa Panzera	Research fellow	Architecture, Built Environment and Construction Engineering)	
Fabiano Compagnucci	Researcher of Applied Economics	Science Institute Social	International PhD School and Higher Education
Luisa Corazza	Full professor of labor law		University Research Center - University of Mollise
Laura Ronchetti	Associate Professor of Constitutional Law	internal areas	University research center - University of Molise

# 1. **RESEARCH IDEA** (max 3 pages) / Research idea (max 3 pages)

Describe the overall and specific objectives for the project. / Describe the general and specific objectives of the project.

The proposed project intends to investigate the theme of the development of <u>internal areas</u>, according to the specific perspective of the <u>enhancement of cultural heritage</u>, for two reasons. The first. The policies designed for inland areas lead us to look at cultural heritage as one of the <u>main development assets</u> of these territories (see, Mibact guidelines for the national strategy for inland areas, <a href="http://focus.formez.it/sites/all/files/lines guide mibact v05122016.pdf">http://focus.formez.it/sites/all/files/lines guide mibact v05122016.pdf</a>). The second reason, on the other hand, is linked to the quantitative and qualitative importance of the cultural heritage of inland areas and therefore of the problems resulting from its effective enhancement (Vitale, 2018).

The recent health emergency from COVID 19 has further updated the issue of existing <u>territorial and social inequalities</u> and the issue has become central in the implementation of the PNRR (Corazza, 2022), that in the culture sector has identified the <u>theme</u> of <u>regeneration and reuse</u> of villages (often in internal areas).

After all, the contrast to territorial and social inequalities is also indicated among the priorities of the political agenda of the current government ad027d5a5146.shtml).

S i is therefore considered useful focus the project presented on the internal areas that apply to become <u>laboratories</u> <u>of social innovation</u> and models for alternative management solutions relating to the enhancement of cultural heritage and the governance of <u>common goods</u>.

In this context, the general objective of the project is the identification of measures, tools and institutes for the enhancement of the cultural heritage of the inland areas, inclusive and innovative, capable of guaranteeing a more efficient management of the cultural heritage and a sustainable development of the inland areas.

Specific objectives of the project are:

- identify the general implications of the application of sustainability to the cultural heritage and with reference to more specific themes (tools for tourism enhancement and promotion , also in connection with eno-gastronomic productions) .
- redefine the cultural value of the territory, understood not only as an artistic and landscape heritage, but also in terms of traditions and creativity, to identify appropriate tools for enhancing the material and immaterial factors, which contribute to building the image of the places and strengthening their identity with a view to developing territories.
- reconstruct the (historical, legal and economic) framework within which the theme of the enhancement of cultural heritage is inserted;
- identify innovative and inclusive tools for *community involvement* and public-private partnership in the processes of cultural heritage enhancement, tourism promotion and territorial development;
- identifies multidimensional and multistakeholder models for *measuring* the impact of culture in the regeneration processes of peripheral areas, with particular reference to the promotion of community well-being and *culture-driven* forms of development, in line with the defined SDGs from the 2030 Agenda;
- to foster cooperation and collaboration between communities of experts in the fields of tourism, disaster risk management and cultural heritage conservation;
  - integrate considerations relating to disaster risk management in the tourism sector.
    - Explain the concept of your project. Identify all interdisciplinary aspects to be involved and, where relevant, use of stakeholder knowledge. | Explain the idea of your project. Identify all interdisciplinary aspects i involved, and where relevant, the use of stakeholder knowledge.

The basic idea of the project is therefore to contribute to the identification and diffusion of models of development of marginal territories centered on culture, as a vehicle for the production of economy and the fight against social inequalities. Culture is , in fact, one of the 4 pillars of sustainable development : the sphere in which values and expectations regarding well-being, quality of life and the use of resources are redefined. Greater transdisciplinary synergies between humanities research, scientific research and the cultural and creative enterprise sector will be crucial for developing effective communication models, stimulating citizen participation, and building a more inclusive and far-sighted environmental awareness" ( Research Plan 2021- 2027 ) . Specifically , the enhancement of the cultural heritage of inland areas is a complex issue that requires a highly interdisciplinary approach and a fruitful collaboration between scholars and public decision makers ( M. Cerquetti, LJ Sanchez-Mesa Martínez, C. Vitale , 2019 ) .

More in detail the research group intends to analyze the <u>following areas</u>: a) innovative tools for the enhancement of cultural heritage (and in this case regeneration and reuse); b) cultural heritage, tourism and development sostenibile

of inland areas; c) disaster risk policies applied to cultural heritage; d) identification and management of cultural tourist itineraries.

These are issues that interest us a plurality of scientific sectors (in different disciplinary areas: legal, economic-managerial, historical and humanistic), all indispensable for an adequate achievement of the specific project objectives. For this reason, the research group has a highly interdisciplinary composition and brings together researchers from various Italian and foreign universities and research centers, who have already gained significant design experiences (in many cases the members of the group have directed and coordinated projects at national and on project topics) and scientific research on the subject and who share an approach and a working method with respect to the proposed theme. The group also sees the participation of two professors from Spanish universities (Granada and Santiago de Compostela): the issue of depopulation of rural areas and the identification of adequate tools to reverse the dynamics of abandonment of territories was the subject of particular attention also in that Village (LJ Sánchez Mesa-Martínez, 2021). Attention to international experience is therefore a necessary element of comparison and verification of the chosen approach and of the solutions identified. The research group intends, however, to broaden the spectrum of comparison, possibly including the analysis of further European or extra-European experiences related to the themes of the project.

• Describe the state-of-the-art in the area concerned, and the advance that the proposed project would bring about. / Describe the state of the art of the area concerned and the improvement that the proposed project could bring.

Two thirds of the Italian territory (almost a quarter of the total population) is characterized by a spatial organization based on "minor centers", often small in size which, in many cases, are able to guarantee residents only limited accessibility to services essential ( *The geography of inland areas*, 2020, <a href="https://www.istat.it/it/Archivi/273176">https://www.istat.it/it/Archivi/273176</a>) and which define the set of <a href="internal areas">internal areas</a> of our country, crucial for the overall holding of the territory, from a hydrogeological, landscape and cultural identity profile.

The progressive abandonment of these territories has ended up aggravating their vulnerability, due to the constant lack of maintenance interventions, which has led to a state of degradation and abandonment of the housing and cultural heritage (Mibact General Secretariat, *Mibact for the map of the abandonment of cultural places*, <a href="https://www.senato.it/application/xmanager/projects/leg17/attachments/documento evento procedura commiss ione/files/000/003/429/Segretario generale MiBACT.pdf">https://www.senato.it/application/xmanager/projects/leg17/attachments/documento evento procedura commiss ione/files/000/003/429/Segretario generale MiBACT.pdf</a>). It is no coincidence that there is a very clear correspondence between inland areas (those of central Italy) and areas affected by the 2016 earthquake (Compagnucci, 2019), which caused extensive damage to the cultural heritage.

As has been observed, the abandonment of internal areas is a wrong strategy, which requires the activation of policies, focused on the populations of those territories, so as to make them become a factor of identity, regeneration and activation of local capital (Compagnucci, Morettini, 2020).

The most recent public policies on the matter are placed within this reference frame and inland areas assume crucial weight European policies Thematic factsheet for addressing inequalities https://ec.europa.eu/info/sites/default/files/file import/european-semester thematic-factsheet addressinginequalities it.pdf ) and to achieve sustainable development https://www.agenziacoesione.gov.it/comunicazione/agenda-2030-per-lo-sviluppo-sostenibile/.)

At the national level, the debate on territorial and social inequalities led to the approval in 2012 of the national strategy for internal areas, SNAI, <a href="https://www.agenziacoesione.gov.it/strategia-nazionale-aree-interne/">https://www.agenziacoesione.gov.it/strategia-nazionale-aree-interne/</a> and extended for the period 2021-2027, within the framework of European cohesion policies .

The new and original data of SNAI is the "not space-neutral, but place-based and highly contingent on context" approach (F. BARCA, P. MC CANN, A RODRÌGUEZ POSE, The case for regional development intervention: places —based versus place neutral approaches, Journal of regional Science, vol. 52, No. 1, 2012, p. 139), which is based on recognition and enhancement local specificities and identities, on the assumption that the diversity of contexts imposes organizational flexibility and modularity and solutions that are closer to the territorial context.

As is known, the so-called *place-based policy approach* used within SNAI aims at the direct involvement of local institutional actors and pushes towards organizational and associative forms to maximize the effectiveness of measures aimed at: a) make the unused territorial capital productive, through the enhancement of historical and artistic capital, the protection of the territory, the promotion of "know-how" and craftsmanship; b) limit or eliminate the social costs which would become more substantial and pressing in the absence of an intervention, by contrasting hydrogeological instability, protecting and enhancing the landscape and safeguarding biological diversity.

The theme has recently aroused the interest of scholars of various disciplines (economists, jurists, sociologists, historians), in an attempt to weave different research paths, in an attempt to recompose the question overall (A. De Rossi, *Rehabiting l'Italy*, Rome Donzelli, 2018, 10).

With specific regard to the themes of cultural heritage, in recent years there has been a progressive trend in the international system to associate **enhancement** with the themes of **sustainability** and **development** (see, among others, the Communications of the *European Agenda Commission for culture in a world in the process of globalization*", 2007, " *Towards an integrated approach to cultural heritage for Europe*" of 2014). Lastly, the Faro Convention calls for an expansion of the responsibilities for the protection and enhancement of cultural heritage, beyond the scope of action of public institutions, towards the communities of citizens and the *non-profit sector* in particular. At an international and national level, tourism is indicated as the main link between the enhancement of cultural heritage and local development (Panzera, 2021).

An interesting tool that allows you to combine tourism and enhancement of cultural heritage are the tourist cultural itineraries, subject to national and international regulations. In fact, the Council of Europe (Enlarged Partial Agreement which is divided into two Resolutions adopted by the Committee of Ministers of the Council of Europe: Resolution CM / RES (2013) 66 and Resolution CM / RES (2013) 67) and the European Union with numerous initiatives, including: CERTO ( *Cultural European Routes: Tools for a coordinated communication & marketing strategy*); ODYSSEA CULTURES EURO-MED ( *ODYSSEA, Itinéraire culturel des Ports & CULTURES de la MÉDiterranée*). The theme of tourist - cultural itineraries takes on particular importance in the Spanish legal system, with the provision of rules for the protection of the Camino de Santiago de Compostela ( Santiago Iglesias, 2008).

At the national level, despite the lack of a state-based codification legislation, the institute was indicated among the instruments in favor of small municipalities (art.7, ln 157/2018 on small municipalities, and abundantly regulated by regional legislation (Vitale ,2018 b).

- cultural itineraries allow to combine different needs: redevelopment of public buildings (located on cultural routes), involvement of associations or citizens in the procedures of redevelopment and enhancement of the cultural heritage and promotion of the territory (see for example the call for proposals) of the Italian Touring Club, the State Property Agency, the Ministry of Infrastructure and Transport and the Ministry of Cultural Heritage (https://www.mit.gov.it/node/5863).

Furthermore, the spatial dimension of cultural tourist routes stimulates a wide area *governance*, capable of proposing an organic and integrated vision of the territory, which enhances the vocations of Italy of a thousand bell towers, while at the same time escaping the historical localistic drifts. A specific category of itineraries, built around eno-gastronomic productions, then raises the specific question of the relationship between the effects of the globalization of products and markets and that of protecting the rediscovery of the "local", as a value, an expression of identity and diversity of territories.

Compared to the state of knowledge on the issue of enhancing the cultural heritage of inland areas, the achievement of the specific objectives indicated would make it possible to obtain significant improvements with respect to the following aspects: a) to have a clearer reference regulatory framework, with regard to the following specific profiles (cultural reuse and regeneration; legal regime and statute of subjects operating in valorisation strategies (see cultural enterprises); regulation of cultural tourist itineraries; tax measures useful for making internal areas attractive for investments and economic activities; b) have accessible storica repositories of research results and the identification of historical sources suitable for reconstructing and recovering the historical memory of a place; c) arrange of maps identifying endangered cultural heritage and regularly updated natural hazards to be made available to policy makers and communities at risk through special databases.

• Describe the partnership that you intend to establish to participate to the identified call for proposal.

How do the members complement one another? In which way does each of them contribute to the project?

Please indicate institutions that are already interested in joining a Proposal. Moreover, you can also indicate the other partners/institutions that you would like to involve.

Please note that at this stage you are not requested to indicate the exact name of all the part ners, but only the typology and competences that are needed to turn the Idea to a "project Proposal" participate in the aforementioned European project proposal. How do the members blend together? How do each of them contribute to the project? Please indicate the institutions that are already interested in participating in the Proposal. Furthermore, it is also possible to indicate other partners / institutions that

you would like to involve. Please keep in mind that at this point it is not required to indicate the exact name of all the partners, but only the type and skills needed to transform the Idea into a "project proposal".

In addition to the professors of various Italian universities, important public and private partners have already expressed their willingness to join the project (see attached email). Among the first are the Aria Center for the internal areas of the University of Molise (<a href="http://aria.unimol.it/">http://aria.unimol.it/</a>) and the Gran Sasso Science Institute (<a href="https://www.gssi.it/">https://www.gssi.it/</a>). Both Research Centers have gained significant experience on the subject of the development of internal areas, both in terms of scientific research and in the context of national and European planning. It is useful to note that both Centers operate in territories with respect to which the question of inland areas is central. For this reason, in addition to the scientific level and the setting of subsequent and further project proposals, the involvement of researchers who belong to the indicated Research Centers is also essential with respect to one of the main outcomes of the project, namely the identification and sharing of best practices that can be extended to other territories (eg the Marche region), and more generally for the shared definition of alternative and innovative tools and models for the enhancement of cultural heritage.

Among the private partners who have already joined the project: Futuridea (<u>https://www.futuridea.net/</u>), Melting pro (<u>https://meltingpro.org/</u>).

Futuridea is an association for useful and sustainable innovation, with the aim of promoting implementation of an eco-sustainable development strategy, through research, study, training, accompaniment and assistance to public and private entities and through collaboration with national and international research institutes.

Melting pro is a "female" cultural enterprise that operates in the cultural sector, carrying out training and research activities, with skills already acquired on national and European planning on the themes of regeneration, accessibility and cultural participation (eureka: <a href="https://meltingpro.org/progetti/eureka-european-urban-regenerators-knowledge-alliance/">https://meltingpro.org/progetti/eureka-european-urban-regenerators-knowledge-alliance/</a>; culturelights: <a href="https://meltingpro.org/progetti/european/match-with-arts-and-culture/">https://meltingpro.org/progetti/european/match-with-arts-and-culture/</a>; new skills for European training services: <a href="https://meltingpro.org/progetti/european/match-with-arts-and-culture/">https://meltingpro.org/progetti/european/match-with-arts-and-culture/</a>; new skills for European training services:

The partners already involved (public and private) therefore have specific skills on the subject, also useful for contributing to a more precise definition of the research lines and the identification of regulatory and application solutions to the issues that emerged in the experiments already underway.

## 2. **IMPACT** (max 1 page)

Describe the expected impact of the project by distinguishing among scientific, societal and economic impact

The scientific impact expected from the project consists of:

- in the creation of a research network that brings together university professors (and research centers) with public private partnerships, able to share and strengthen their respective skills, also in view of participating in subsequent calls in the national and European context on the topics indicated;
- in the possibility for the professors who are members of the research group to contribute to the publication of a volume in *open access*, which collects the results of the research in English in an editorial and prestigious location.

The scientific impact and the dissemination of the results, including intermediate ones, of the Project, will be achieved through the realization of the following *deliverables*:

- creation of a web space and a newsletter that serves as a sounding board for scholars, in their relations with each other and with *policy makers* and other interested civil society subjects and which can be hosted on the CIRAM website (<a href="https://ciram.unimc.it/it">https://ciram.unimc.it/it</a>).
- sending information and press releases to the media and interested parties;
- sharing and dissemination of results with the project partners;
- participation in public and expert consultations launched at national level or by the European Commission on matters of interest to the Project;

- publication of the volume in open access.

expected economic impact of the project consists of:

- in didentification of innovative tools, for a more sustainable management of cultural heritage which would lead to cost savings for public institutions, on the one hand, and the activation of virtuous circuits of economy, employment and development of fragile territories, on the other.
- a significant enhancement of the third mission activity, through the preparation of an operational manual of regulatory and project proposals, thanks to the involvement of the Partnership and the professors of foreign universities, which can be made available to public decision makers and local institutions of internal areas.

The social impact of the project consists of:

- in the definition of models for the enhancement of the inclusive cultural heritage, capable of activating effective forms of involvement of the local communities of reference;
- in the identification of models for the enhancement of cultural heritage capable of improving the social and economic well-being of communities in fragile territories , reducing territorial and social inequalities;
- in the identification of more effective forms of collaboration between public institutions and private entities (and between public institutions and citizens) with a view to defining models for the enhancement of cultural heritage and sustainable, participatory and shared tourism promotion;
- in identifying models for measuring the value created based on the involvement of local communities.

## 3. **IMPLEMENTATION**

A work plan should be presented, broken down into actions which should follow the logical phases of the implementation of the project.

Please present your plans as follows:

- Describe the overall strategy that will be followed to bring the project idea to the level of proposal to the EU Commission.
- Provide a list of actions, by using table 3.a and table 3.b.

The project will be developed over a period of 12 months, according to the following phases:

- months 1 to 3: project kick-off meeting with all partners involved, shared definition of project activities, detailed work schedule;
- months 4 to 6: organisation and holding of thematic laboratories and workshops on each of the 4 research areas indicated;
  - months 6-9: organisation of final seminars on the various research areas of the project;
- months 9-12: evaluation activities of the overall and final research results and preparation of the final meeting presenting the project outcomes, publication of the volume in open access.

Each of the above-mentioned development phases will be matched by actions, co-designed with the partners, of evaluation, and communication, to ensure the visibility of the pathway – and dissemination of intermediate and final results.

The <u>project strategy</u> envisages the articulation of work over several phases in which the group members will work divided into subgroups for the 4 proposed research areas:

(a) a preliminary phase of reconnaissance of the existing (the existing norms, models and tools);

- (b) an intermediate phase of elaboration and development of the project's specific objectives and organisation of sharing (seminars, workshops) for the sharing of intermediate results;
- (c) a final phase for evaluating the results and disseminating the outcomes of the research (through the publication of proceedings and the organisation of a final meeting).

Table 3.a: Action list

Action no.	Action	Researchers involved	Start month	End month
1	Preliminary phase: project launch, designation of project leaders for each field and reconnaissance of the existing; creation of project web space	All research group members and partners, organised by research area	Month 1	Month 4
2		Research team members and partners organised around the different research areas of the project	Month 5	Month 8
	Final phase: evaluation of results and organisation of the Final Meeting, publication of the volume.	Group members and partners	Month 9	Month 12

Table 3.b: Description of Action

#### For each action:

Actions for the development of project are classified according to the four proposed research areas. For each area, the objectives of action and the researchers involved are indicated.

# Preliminary phase: reconnaissance of the existing.

For each research area, <u>a responsible person</u> will be identified, who will co-ordinate the work of sub-groups and who will be entrusted with the scheduling of works and the co-ordination of reconnaissance of the existing (preliminary phase).

List of actions per research area

ACTION A. Innovative tools for the sustainable valorisation of cultural heritage: norms and practices for regeneration and reuse (Vitale, Di Lascio, D'Angelosante, Boniotti, Della Torre,.

- Reconstruction of the regulatory and economic framework for reuse and regeneration operations of public and cultural heritage, in the light of case law interpretation (Di Lascio, Vitale, D'Angelosante, Boniotti, Della Torre);

ACTION B. Cultural heritage and sustainable development of internal areas (Cerquetti, Lapucci, Trapè, Cossiri, Menegus, Li Pomi, Amadio, Marchegiani, Bartolacelli, Caligiuri, Panzera, Cerisola).

- Recognition of the general 'system' implications (on cultural heritage) and then of those with reference to more specific themes (valorisation tools, tourism promotion also in connection with wine and food production of the application of sustainability (economic, environmental and social) (Trapè, Cossiri), in a multidisciplinary perspective and comparison with the Spanish case (Sanchez Mesa Martínez);
- Reconnaissance of the elements characterising cultural enterprises, starting from the specificity of social object and attempting to identify, for the purposes of a more organic and coherent classification, those business activities that are exercised directly by specific segments of the administrative apparatus (Marchegiani, Bartolacelli).

ACTION C. Disaster risk policies applied to cultural heritage (Caligiuri, Passerini, Vitale, Cerquetti).

- Identify best practices for the development of disaster risk management plans at national, regional and local level, assessing their applicability in the light of the specific vulnerabilities of internal areas;
- Integrate disaster risk management considerations into the tourism sector: tourism can be both a factor of vulnerability and resilience of cultural heritage and communities to disaster risks.

ACTION D. *Identification and management of cultural tourism itineraries* (D. Santiago Iglesias, Emanuela Stortoni, Carletti, Ciotti, Stronani, Trapè, Compagnucci, Sanchez Mesa Martínez).

- Reconstructing the regulatory framework (national and international) relating to cultural tourism itineraries, also by comparing it with the Spanish legal system and the particular discipline envisaged for the Pilgrim's Way to Santiago de Compostela (Vitale, Santiago Iglesias, Sanchez Mesa Martínez);
- Recognition of interventions and policies aimed at supporting fragile territories, also through the provision of cultural tourism itineraries (Compagnucci);
- Identifying territorial enhancement paths linked to the manufacturing and proto-industrial history of internal areas in order to recover a dispersed heritage (including buildings) that qualifies the landscape of internal areas (Ciotti, Carletti).

# Intermediate phase: Sharing discussion of intermediate results, setting research development lines.

Together with the responsible persons of each research area, the PI will organise workshops and/or thematic laboratories (for the different research areas) to share the outcomes of the preliminary phase (intermediate results) and to set the next lines of research development.

ACTION A. Innovative tools for the sustainable valorisation of cultural heritage: norms and practices for regeneration and reuse (Vitale, Di Lascio, D'Angelosante, Boniotti, Della Torre,.

- Identify alternative forms of cultural heritage valorisation with particular regard to reuse and regeneration institutions (Di Lascio, Vitale);
- Identify innovative instruments of community involvement and public-private partnership in the processes of reuse and enhancement of cultural heritage (Della Torre, Boniotti, D'Angelosante);

ACTION B. Cultural heritage and sustainable development of internal areas (Li Pomi, Amadio, Cerquetti, Lapucci).

- Identification of multidimensional and multistakeholder models for measuring the impact of culture in the regeneration processes of peripheral areas, with particular reference to the promotion of community well-being and culture-driven forms of development, in line with the SDGs defined by Agenda 2030 (Cerquetti, Lapucci, Amadio, Li Pomi);
- A redefinition of the cultural value of territory, understood not only as artistic and landscape heritage, but also in terms of traditions and creativity, in order to identify appropriate tools for the valorisation of material and immaterial factors, which contribute to building the image of places and strengthening their identity with a view to the development of territories (Panzera, Cerisola);
- A rethinking of the organisational regime and definition of a statute for cultural enterprises (Marchegiani, Bartolacelli).

ACTION C. Disaster risk policies applied cultural heritage (Caligiuri, Passarini, Cerquetti, Vitale).

- Encourage cooperation and collaboration between expert communities in the fields of tourism, disaster risk management and cultural heritage conservation (Caligiuri, Passarini);
- Promote the recognition by public authorities of the central role of tangible and intangible cultural heritage in disaster risk reduction (Caligiuri, Passarini);
- Identify and map cultural heritage at risk and natural hazards and develop regularly updated vulnerability maps to be made available to policy makers and communities at risk through databases.

ACTION D. Identification and management of cultural tourism itineraries (D. Santiago Iglesias, Emanuela Stortoni, Carletti, Stronani, Trapè, Compagnucci, Sanchez Mesa Martínez).

- Identify historical sources to reconstruct and recover (also in the physical sense of recovering 'forgotten' and/or damaged documents) the historical memory of a place (a city, rather than an institution, a family) and promote its sharing with a view to inclusion both at user level, through the setting up of exhibitions (perhaps in buildings to be recovered) or the production of videos intended for a wide audience, and through the involvement of community and/or local non-profit associations (Carletti);
- Identify appropriate tools for civic engagement in suburban contexts, to increase knowledge and understanding of values, principles and concepts related to historical heritage, aimed at the identification and management of cultural tourism itineraries (Stronani);
- Design some itineraries on the basis of specific cases that may have emblematic value; for example, an itinerary on hydraulic mills, gaulcherie, paper mills that used watercourses as a primary source of energy (Ciotti).

# Final phase: Evaluation of the results and dissemination of the research

The PI and the heads of the various research areas will assess and discuss the final results of the research in one or more meetings, also aimed at defining the precise arrangements for communicating the results of research (organisation of a final meeting at the University of Macerata and publication of a volume in English).

Objectives:	
Description of work and role of participants:	

The Project Research Group was selected on the basis of the scientific and professional skills of each researcher involved and because of a consolidated synergy established within the University of Macerata, within the

Interdepartmental Research Centre on the Adriatic and the Mediterranean (CiRAM) and in other previous project initiatives. The group of researchers will be constantly coordinated by the Principal Investigator. The members of the Research Group will be divided into 4 sub-groups as many as the research areas identified by the project and will carry out the tasks assigned to them. The 4 sub-groups will appoint a person within them who will ensure the coordination of the work and the circulation of results among all researchers. Each of the 4 sub-groups will draw up one or more short fact sheets concerning one or more aspects of the assigned research area, which will be published on the web space dedicated to the project.

The following table summarises the activities assigned to each member of the research group:

# 4. ESTIMATED BUDGET (referred to the UNIMC contribution) / Estimated budget (related to the contribution of UNIMC)

Please indicate the estimated budget, referred to the UNIMC contribution, for the proposed actions to be implemented to bring the project Idea to a Proposal as accurate as possible. / Please indicate the estimated budget, related to the contribution of UNIMC, for the proposed actions to be implemented so that the Project Idea becomes Proposal as accurately as possible.

Types of expenses	Description / Description	Amount in euros / Amount
		in euros
Invited speakers / advisors / Speakers	The research group intends to	2000
/ invited consultants	involve further subjects of the	
	Partnership and of the local	
	institutions that operate in or on the	
	theme of internal areas in the	
	participation in the workshops and	
	seminars that will be organized	
Publications / Publications	Publication of the research results	4000
	in a volume in English	
Travels and accommodation / Travel	Travel expenses of the members of	4000
and accommodation	the research group to foreign	
	universities, other universities	
	involved and the offices of the	
	Partners for participation in meetings	
	and / or workshops	
Participation to / organization of events	Organization of 4 intermediate	6000
	seminars (each for each research area)	
Participation to / organization of events		
(conferences, workshops, etc.)	expected (to be used for the	
	reimbursement of members of the	
	group outside UNIMC) and a Final	
	Conference at the University of	
	Macerata for which provides for an	
	expense of 3000.	
Other (to be specified) / Other (to be	· ·	4000
specified)	service of contributions to be	
	published in volumes in English	
TOTAL / Total		

# **5. KEY PERSONS** (max 2 pages) / **Key people** (max 2 pages)

Principal Investigator of this project / PI of this project

For the Principal Investigator provide a scientific profile with relevance to the project. / Present the scientific profile of the PI relevant to the project.

Carmen Vitale is a researcher in administrative law at the Department of Education, cultural heritage and tourism of the University of Macerata, where she teaches administrative law and cultural heritage law in the courses of Cultural heritage and tourism (L1-L15) and asset management cultural (LM 89); he also teaches administrative law at the School of Specialization in Historical and Artistic Heritage of the University of Macerata.

He deals with issues related to administrative law and cultural heritage and internal areas. Author of essays published in specialized magazines of the sector (aedon, the cultural capital).

Among his publications:

M. Cerquetti, L. Sanchez Mesa Martinez, (edited by), *The management of cultural heritage and landscape in inner areas, Il Capitale culturle*, 2019, 19, pp. 1-342.

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La fruizione del patrimonio culturale nell'ordinamento internazionale ed europeo, in (a cura di) L. Casini, I beni culturali e la globalizzazione, Bologna, Mulino, 2010, 171-197.

### Principal Investigator Subsistute / Substitute of the Principal Investigator

In case of transfer to another University or termination of service or due to occurred impossibility for just cause of the PI /

- Full Name / Full Name: Mara Cerquett i
- Place and date of birth / Place and date of birth: Porto San Giorgio, 15/09/1977
- Address / Residence address: via Adige 19, 63811 Sant'Elpidio a mare (FM)

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- *Tel/cell:* 349/5141436
- Position held in University of Macerata/ Position held within the University of Macerata: Associate Professor of Economics and Business Management.
  - Contract start and end date (only for fixed-terms contracts/ only for fixed-term contract types):

# People to be involved / People to be involved

For each member of the research staff provide a brief description of the previous experience and/or competences relevant to the actions assigned. / For each member of the research team submit a brief description of previous experience and/or skills relevant to the assigned functions.

Parti cipant name / Name of the particip ant				Relevant publications on the themes of the project Projects carried out on the themes of the project
Mara	Assoc	Departm	UNIMC	2022 Cerquetti, M, Cutrini, E.,PhD scholarship PON
	iate Professor of Business Administ	ent of education sciences,		Struttura, persone e relazioni: un metodo 2014-2020 Cultural welfare multidimensionale per valutare la resilienza and socio-territorial museale, Trimestrale del settore non profit regeneration. A multidimensional and 2021 Cerquetti, M, Cutrini, E., Modalità del multistakeholder model for valorizzazione compatibile con la fragilità del multistakeholder model for patrimonio culturale in Progetto Centro Italia. Culture in peripheral areas Nuovi Sentieri di Sviluppo per l'Appennino which, through innovative centrale interessato dal sisma del 2016 – Parte Prima – Analisi delle caratteristiche participation of citizens in strutturali del territorio; Franco Angeli; of value, promoting forms of value, promoting forms of value, promoting forms of social as well as digital Sviluppo turistico-culturale nelle aree interne: innovation.  1/Appennino marchigiano dopo il sisma del 2016-2017 in EYESREG; vol. 10, N. 1; NSSAM - New Milano, Franco Angeli; pp. 1-5 (ISSN: development paths for the inland areas of the Marche: 2239-3110).  2020 Cerquetti, M., Cutrini, E., Il ruolo dei relations between policies, legami sociali per lo sviluppo culturale nelle aree plans, programs and actions interne. Il caso del terremoto del Centro Italia for the emergency, the management of PROGETTUALI EUROPEI; 29.3 reconstruction and the (2021); Londra, Taylor & Francis (Routledge); pp. 556-579 (ISSN: 1469-inland areas: enhancement of culturale heitage and tourism development! C., Lo sviluppo del "turismo del paesaggio (ulturale rigenerazione dell'Appennino Polytechnic University of marchigiano in Nuovi sentieri di sviluppo Marche, University of marchigiano in Nuovi sentieri di sviluppo Marche, University of per l'Appennino marchigiano dopo il sisma del 2016; Ancona, Consiglio

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Grazia Li Pomi	ssor of Sustainab	Departm ent of Economics and Law	UNIMC		The RETOURN project (REcovery TOURism after Natural disaster) <u>link</u> Erasmus+ Culthera <u>link</u>
Giulia Amadio		Departm ent of Economics and Law	UNIMC		Erasmus + projects (SMaRT, BIG, and S.PLA.SH). The RETOURN project (REcovery TOURism after Natural disaster) link
Andre a Caligiuri		Departm ent of Law	UNIMC	2015 Caligiuri, Andrea, La destruction du patrimoine culturel en situation de conflit armé à caractère non-international: les limites du régime de protection face aux acteurs non-étatiques in PAIX ET SÉCURITÉ EUROPÉENNE ET INTERNATIONALE; 2-2015; Nice, Université de Nice; pp. 1 - 10 (ISSN: 2492-2080).	
Alessi o Bartolace lli		Departm ent of Law	UNIMC		
Laura Marchegi ani	Full professor of commerc ial law	Departm ent of Law	UNIMC		
Angel a Cossiri			UNIMC		
Giaco mo Menegus				2022 - PNRR e Bando Borghi: rigenerazione senza autonomie, in Il Piemonte delle Autonomie, n. 2/2022 (ISSN 2385085X)	1 febbraio 2022 - in corso – Contratto di Ricercatore t.d. lett. a) sul tema: " <i>Profili</i>

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Moni ca Stronati	Assoc iate Professor of Medieval and Modern History of Law	ent of Law	UNIMC		
Maela Carletti	Resea rcher of	Departm ent of Humanities		2020 Carletti M., Fucine della memoria a San Ginesio: edizione 2020 in PICENUM SERAPHICUM; 34, pp. 195 - 197 2021 Carletti M., L'Archivio della Provincia delle Marche dei frati Minori Conventuali: un	2019-2020, Fucine della memoria: history and stories of Central Adriatic Italy between the Middle Ages and the modern age, a project aimed at the

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Maria Assoc Department of Professor of Modern History	2012 Ciotti, Maria, Economia del mare. Costruzioni navali, commercio, navigazione e pesca nella Marca meridionale in età moderna, Terni, CRACE; pp. 1 – 210.  2007 Ciotti, Maria, La canapa nell'ascolano tra agricoltura e marineria in PROPOSTE E RICERCHE; 59, pp. 94 – 109; 2007 Ciotti, Maria, La pesca e la civiltà marinara negli archivi pubblici e privati delle Marche: le fonti per la provincia di Ascoli Piceno in La civiltà marinara delle Marche. Conoscenza, tutela, valorizzazione; Ancona, REGIONE MARCHE; pp. 44-48;  2006 Ciotti, Maria, La pesca nel medio Adriatico nel Settecento tra innovazione delle tecniche e conservazione delle risorse.  MACERATA, EUM Edizioni Università di Macerata; pp. 1 – 229.	2020, Fucine della memoria: history and stories of Central Adriatic Italy between the Middle Ages and the modern age, a project aimed at the study, conservation and enhancement of the historical-documentary heritage; created by the Municipality of San Ginesio, the International Center for Gentilian Studies, the G-Lab Association Laboratory of Ideas in collaboration. Department of Humanities, University of Macerata:  Summer School   Forges of Memory (unimc.it); Forges of memory - San Ginesio Turismo.  2016, Marine Resources Management Plan for the Adriatic and Ionian Region (MaReMaP-AIR, Observatory on the governance of the Adriatic-Ionian marine space), UniMC 2016: https://www.unimc.it/maremap/it 2004-2007, Marche Region Project, The maritime civilization in the Marche, https://www.regione.marche.it/Regione-Utile/Cultura/Storia-e-

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Gulia Lapucci	PhD candidate	Departm ent of Political	UNIMC		

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Passerini	Resea rch fellow in internatio nal law		F. Passarini, Intérêts individuels et intérêts collectifs dans le Projet d'articles sur la protection des personnes en cas de catastrophe, in The Search for Law in the International Community, Editoriale Sceintifica, 2022 (in corso di pubblicazione).	
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