



European Union
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Impact in Umbria

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Umbria's Policy Instrument

Five cities - Perugia, Terni, Foligno, Città di Castello and Spoleto - are home to 46% of the Region's total population, and are covered by the policy studied by SHARE, the **Urban Agenda** (Axis 6, Sustainable Urban Development).

Four main policy goals in the Urban Agenda:

- Digitalization of administrative processes
- Reduction of energy consumption
- Increase in sustainable mobility in urban areas
- Improvement of conditions and standards of offer and use of cultural assets

Actions planned

Action 1: Improve communication among the five urban agenda cities, for **greater cooperation and sharing of ideas**. Encourage connections at different levels and through different means, formal and informal, to foster an environment of sharing.

Action 2: Establish “topical champions”: municipalities with expertise share it with the others (possible thanks to improved cooperation).

Action 3: Improvements in messaging (toward residents, visitor and businesses) about behaviour and choices for sustainability

Actions implemented

Action 1: Regional Decree (July 2018) establishing *LUCE Pubblica*, a capacity-building “urban lab”, “to build a common culture, a shared language, a uniform working method among those who at the various institutional levels, make choices, set priorities and are responsible for the Urban Agenda policy issues in the cities of our region”

SHARE stakeholder group exercises helped demonstrate the advantages of bringing together staff from the Urban Agenda cities, and their willingness to cooperate.

Another significant inspiration was the excellent working peer-to-peer rapport shown by the Romanian municipalities.

Impact: new ways of working

Stakeholder walk-meeting

- Stakeholders met for a morning of walking and brainstorming, as a trial of a **relaxed format intended to stimulate creativity**. While walking around the historic centre of Foligno, they discussed aspects of the LAP. The meeting was also an occasion to reinforce connections among colleagues from different cities.



Impact: new ways of working

Citizen-stakeholder consultation

- In a novel type of consultation, Svilupumbria and the Umbria Region met with a panel of citizens chosen to ensure representation of gender, age and geographic distribution, to listen to their experiences and suggestions about mobility and sustainability
- Secondary school students, working people and retirees each made positive and negative observations about mobility in their daily lives.
- **Listening to citizens is an element missing from most planning processes**, one that could improve policy if incorporated into the next programming cycle.



Good practice published

St Francis Way: development of an intangible cultural history asset to drive rural tourism

- Developed by rural communities, institutions and providers in hospitality and tourism services to conserve and promote an intangible asset.
- Higher tourist flows at key attractions creates pressures there (parking, crowds) while neglecting the potential of nearby villages and the region's natural and cultural assets.
- The itinerary expands the **slow, sustainable tourism** offer to attract walking, cycling and horseback tourism, beyond the usual towns and to create new business opportunities in rural areas.

Thank you!

Questions welcome

More about the project at

www.interregeurope.eu/share