



PROSPERA

Interreg Europe



European Union
European Regional
Development Fund

PROSPERA Project:

Promoting sustainable development and regional attractiveness in peri-urban areas of Reggio Emilia

Andrea Porcelluzzi, EU project manager
Centro Ricerche Produzioni Animali – CRPA SpA
a.porcelluzzi@crpa.it

REGGIO EMILIA

EMILIA ROMAGNA, ITALY

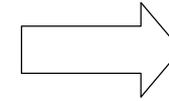


REGGIO EMILIA



SURFACE
PROVINCE

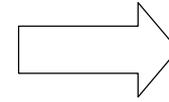
2.291 kmq



48 % plains
27% hills
25% mountains

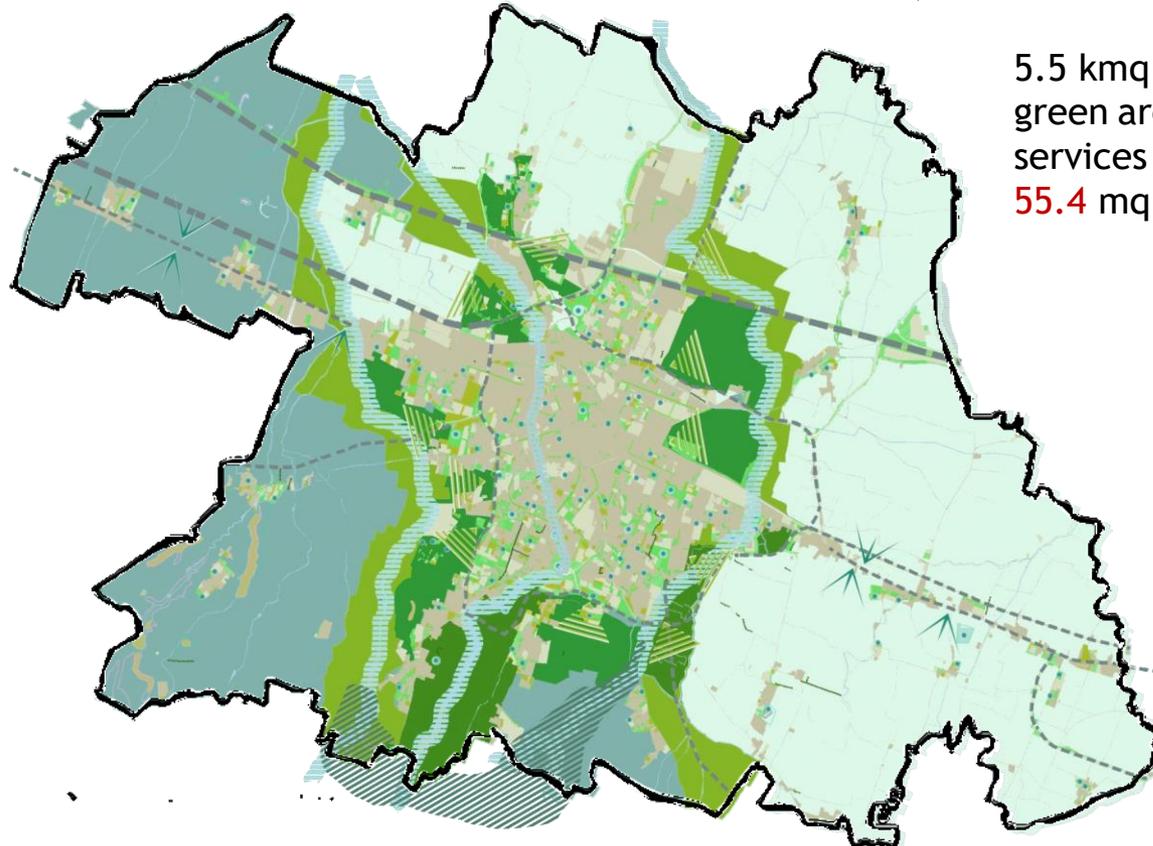
SURFACE
MUNICIPALITY

231 kmq

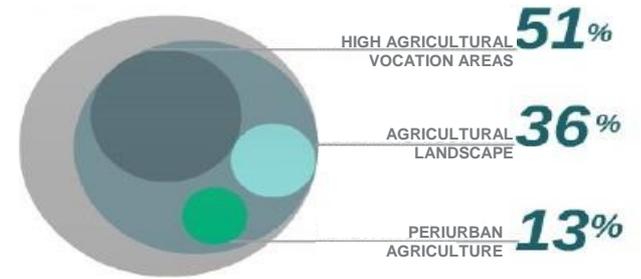
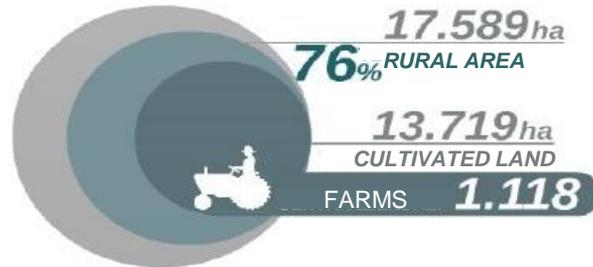
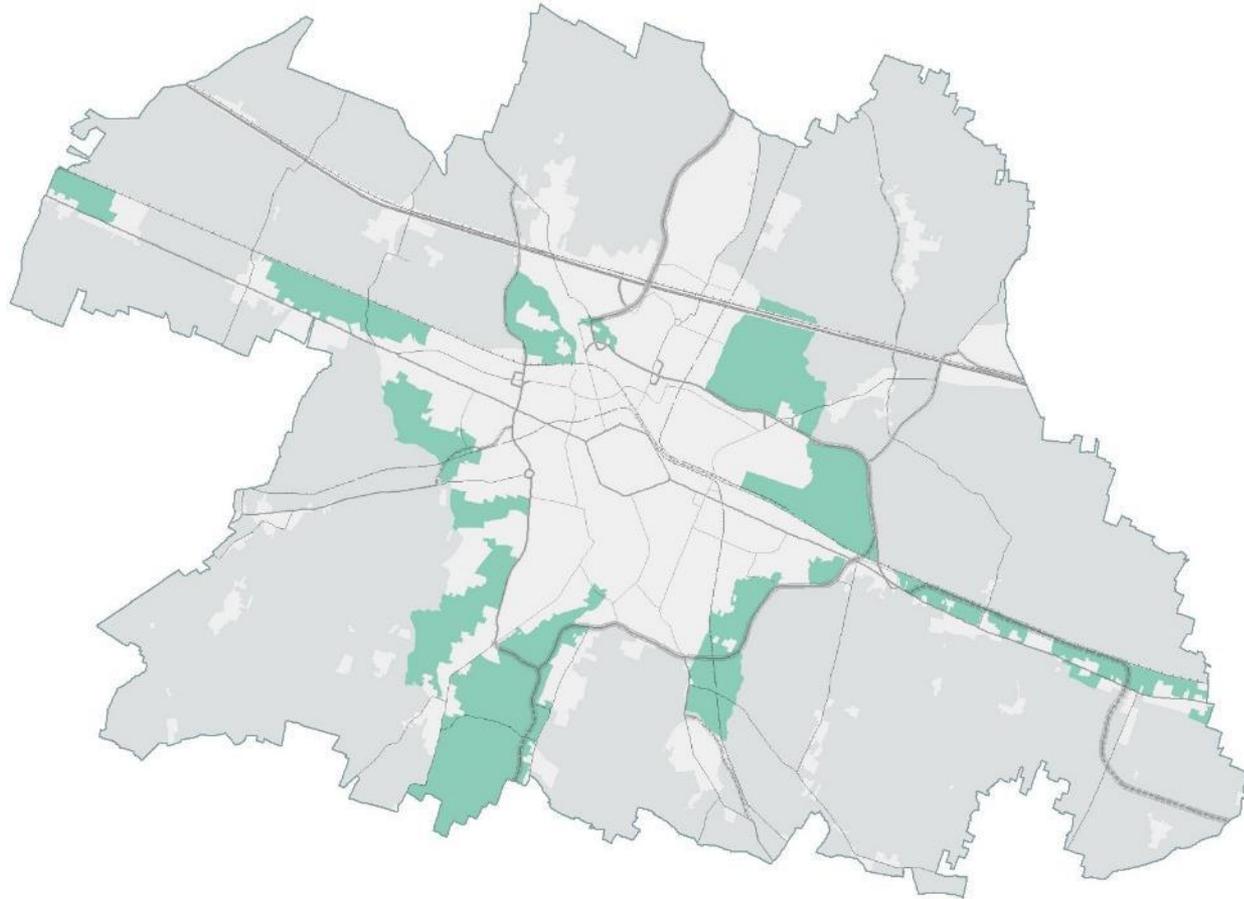


3 FLUVIAL PARKS
+20.000.000 sqm

5.5 kmq of public
green areas and
services
55.4 mq pro capite



PERIURBAN RURAL AREAS



BACKGROUND

1. Last economic crisis highly affected the local building sector.

In 10 years (2008-2018):

- 15% of enterprises (mainly micro and small sized)
- 25% job losses

2. Urgent need to reduce land consumption

2008-2013 land loss in Italy: 1000 square km
(55 hectares/day on average).

Emilia Romagna regional policy objective:
zero balance land consumption within 2050

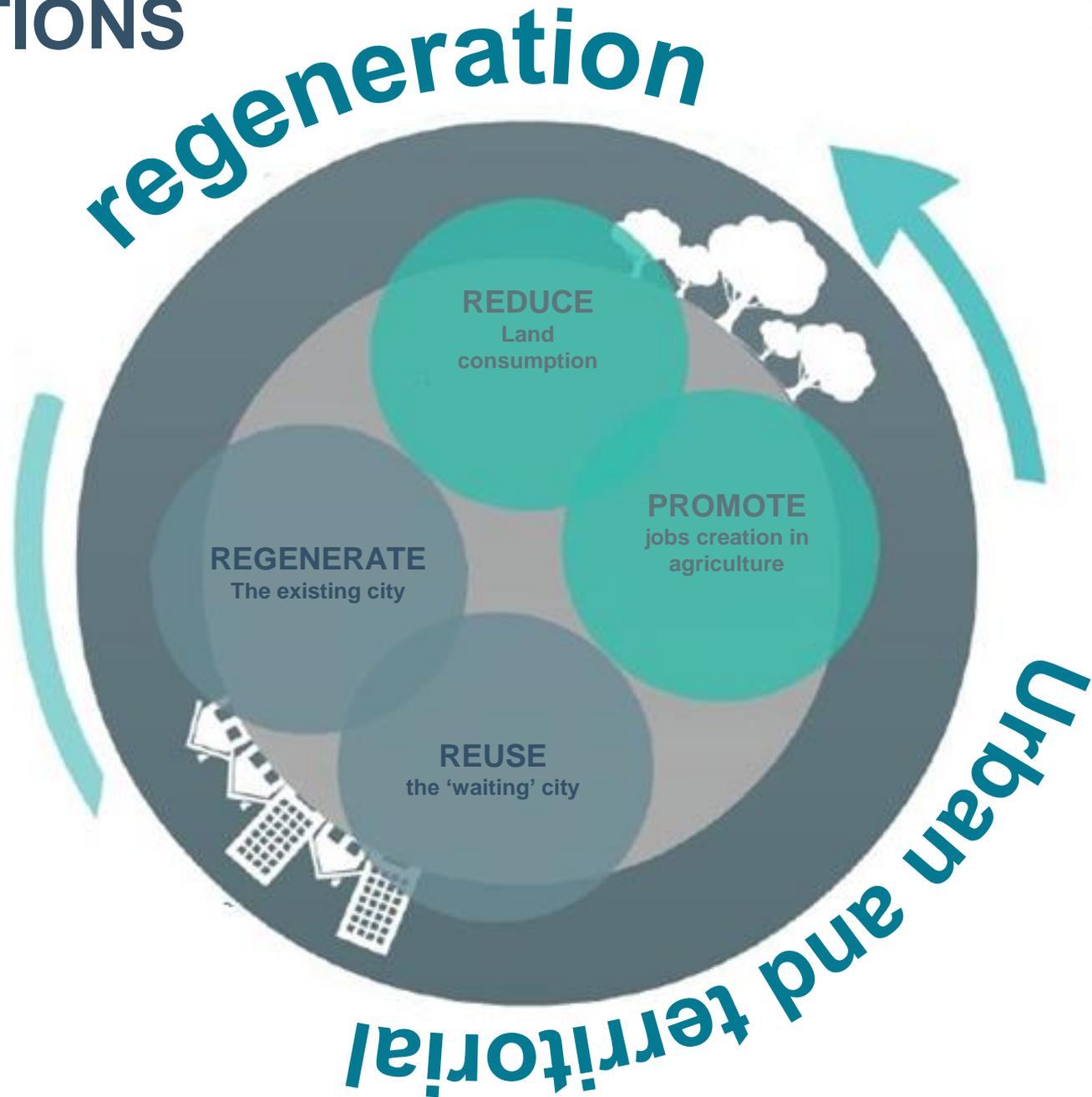
| | 1950 | 2013 | % |
|--------------------------|-------|-------|-------|
| ITALY | | | |
| population (millions) | 46,91 | 59,69 | +27% |
| Land consumed per capita | 167 | 350 | +110% |

3. Milan EXPO 2015: FEEDING THE PLANET

Change in citizens' and policy makers' mindset towards food & farming



4 ACTIONS



MULTIACTORS POLICY STRATEGY



LAND-OWNERS

Call for interest for owners of 'buildable' land to reconvert them to rural use (immediate trade-off: land taxes reduction).



BUILDERS

Promoting transition from land speculation to building renovation.



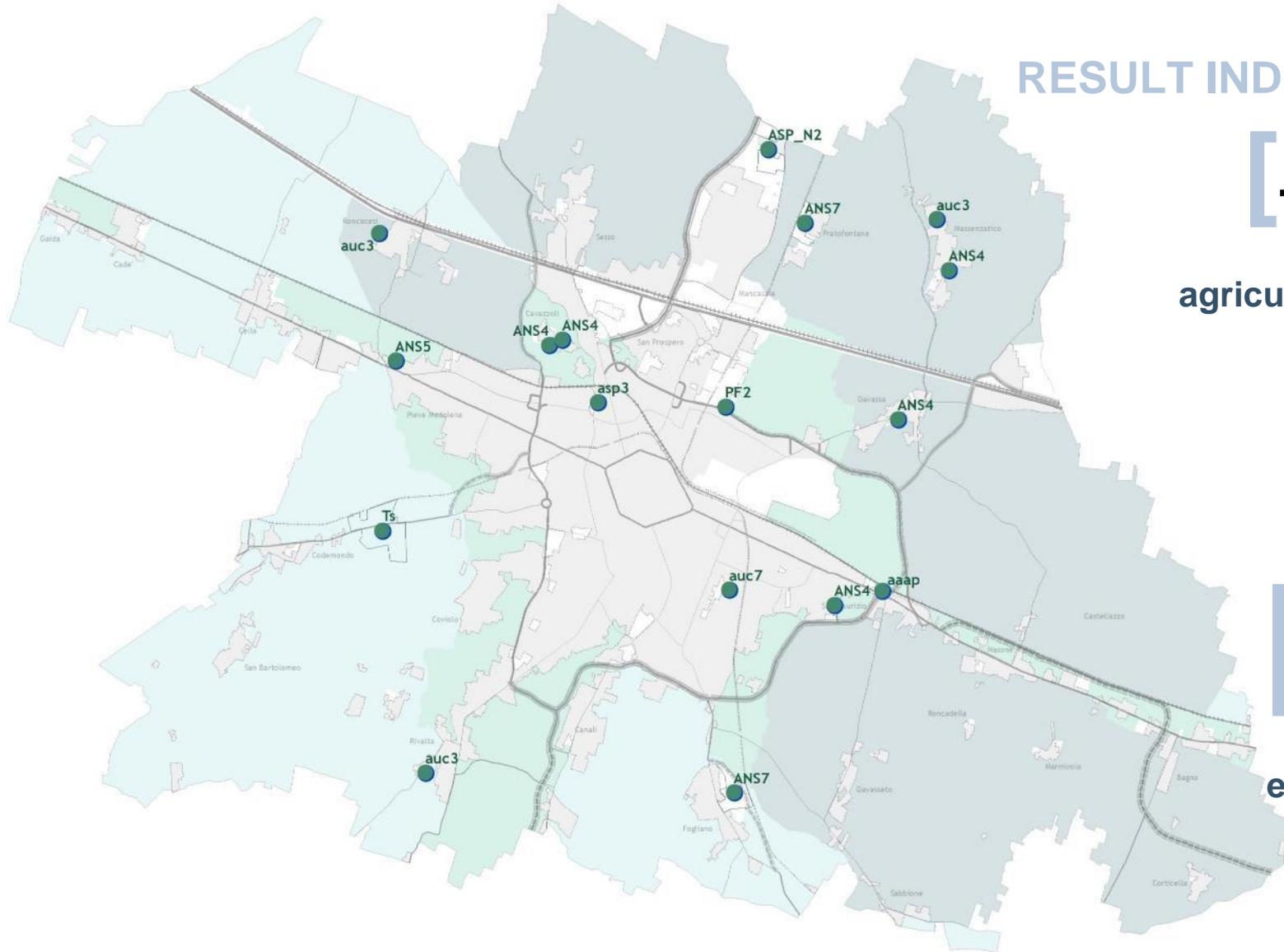
FARMERS

Peri-urban agriculture as an innovative instrument of contrast to soil consumption.

CITIZENS

Involvement through participatory urban planning.

CITY MASTER PLAN: REDUCTION VARIANT



RESULT INDICATORS

[-136 ha]
back to
agricultural use

[-633]
Lodging

[-30 %]
Building
expansion

POLICY CHALLENGES

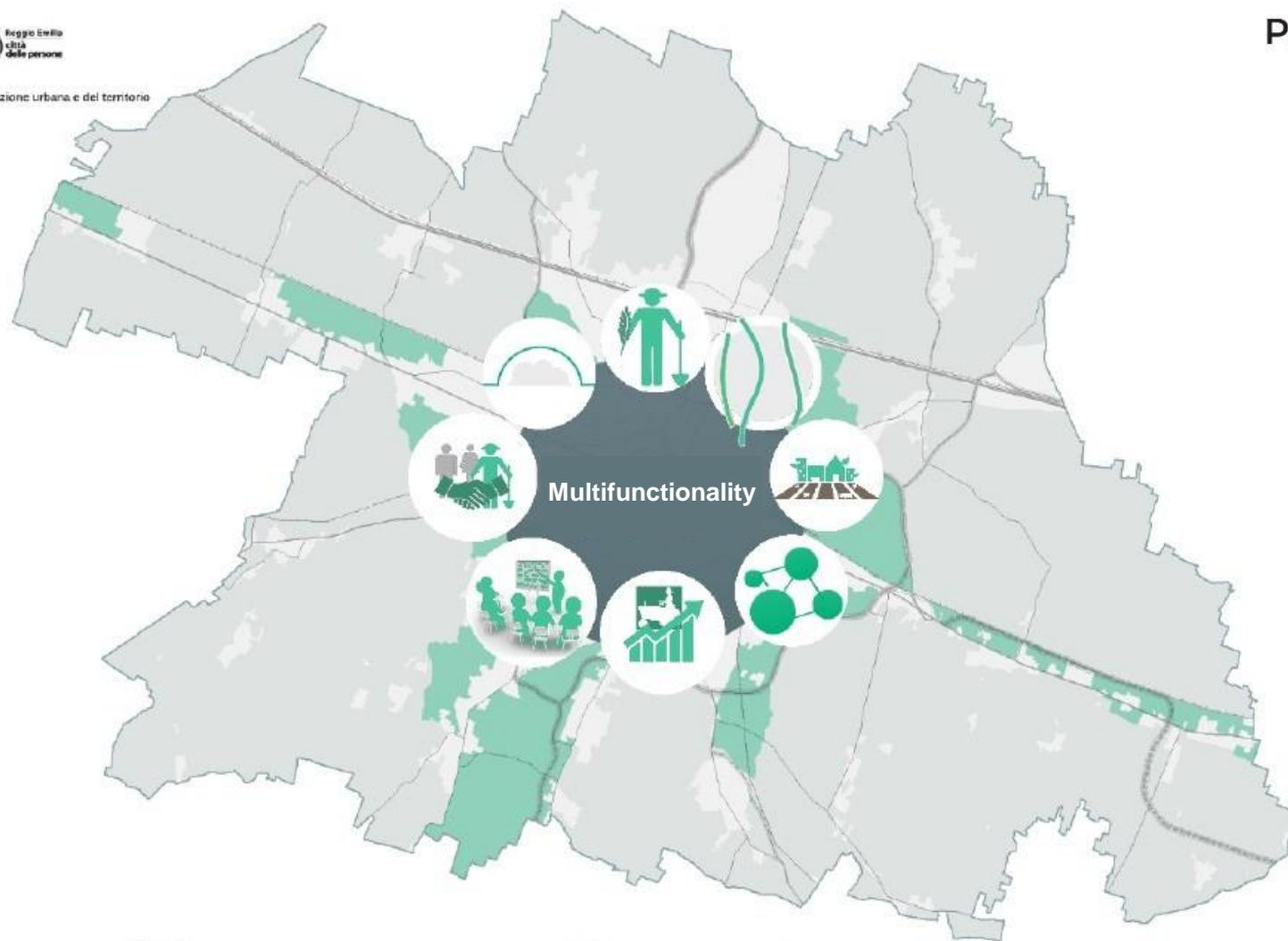
HOW TO ENHANCE A 'CONCRETE' RETURN TO AGRICULTURE IN THE CITY?

HOW TO PROMOTE SUSTAINABLE AND PROFITABLE ACTIVITIES IN PERI-URBAN AREAS?

- **Scouting innovative projects** and improving funds synergy (ERDF, RDP, ESF)
LOCALLY

- **Exchanging good practices** and experiences
INTERNATIONALLY





**sustainable
agriculture**



green belt



direct sales



**forms of
cooperation**



**production
monitoring**



didactic



hospitality



biomethane

An example of innovation: Edible Park

Operational Group financed under RDP coordinated by CRPA.

model of multifunctional farm in peri-urban areas with the potential for scaling up.

Test area: a plot of one hectare, close to the town.

80 mulberry trees (**agroforestry**) to rebuild the traditional rural landscape (+ C sink, biodiversity).

Organic vegetables between trees to supply the nearby town (Reggio Emilia).

Led by **social cooperative**, with the inclusion of disadvantaged workers.

“Edible Park” as a **brand** to explore new supply chain models.



KEY FACTORS

- **LEVERAGING ON IMMEDIATE TRADE-OFF FOR LANDOWNERS**
- **INTEGRATED AND MULTIACTORS STRATEGY**
- **COLLECTIVE SOCIAL CAPITAL AND ACTIVE CITIZENSHIP**
- **MAPPING LOCAL BOTTOM-UP INITIATIVES**
- **POLICY MIX/SYNERGY OF FUNDS**





PROSPERA

Interreg Europe



European Union
European Regional
Development Fund

Thank you!



COMUNE DI
REGGIO NELL'EMILIA



Reggio Emilia
città
delle persone

