



Speed Dating Event in Rome
Italy-Croatia-Finland

COLLI ESINI SAN VICINO

Rome, 4th of April 2019



Description of the territory



Provinces of Ancona and Macerata

Inhabitants : 143.888

Area: 1442 Km2

In the territory 14.104 are the operating firms,, 4.587 in the **agricultural** sector, 1.638 in the sector of **industry**, 2.214 in the **building** sector, 3596 in **commerce, transportation and tourism** , 2064 in the sector of **other services**.

Reduction of enterprises number, due to the economic crisis, but with a contemporary enhancement of their quality, innovation and technological approach (start-up).

The economic system of creative- cultural industry is quite relevant, with 886 enterprises (5,78%).

- **"Cultural industry"** (Film, video, radio-tv, videogames, software, Music, "books and publishing) 175 firms (19,75% of all enterprises), more than the rate of the Province of Ancona (11,95%), Province of Macerata (16,67%) and Regione Marche (19,00%);
- **"Creative industry"**, (Architecture, Communication and branding, Design, Handicraft) we have 685 firms (44,74% of all enterprises);
- **"Performing arts and visual arts"**, (Theatre, entertainment, meetings and fairs), we have 24 firms (1,57% of all enterprises), while the rate in the Region of Marche is 0,22%;
- **"Cultural heritage"**, (Museums, libraries, archives, historical places and monuments management) 2 enterprises.

The area is mostly mountain: 58,9%

Hills area with a unique and very rich landscape with plenty of historical villages, castles and rural typical buildings

Natural areas:

Natural regional park "Gola della Rossa e di Frasassi" with an area of 102,30 square kilometers and a population of 4.000. A very rich cultural heritage, monuments, abbeys, an extended path net, an important karstic cavern Grotte di Frasassi, springs of sulphurous water.

Other natural areas are 14 SCI (Sites of community interest) with an area of 85,67 Sqkm, and 6 ZSP (Zone of special protection) with an area of 108,95 Sqkm. Other natural areas are WWF oasis of Monte Lago, Lake of Castreccioni, area of the Monte San Vicino.

Description of the strategy

Valorisation of the industrial and productive vocation of the area, where the cultural heritage and the preserved environment create an asset, a background on which to found the renaissance of the production system.

General objective:

“to support the social and economic rebirth of the territory by encouraging sustainable and smart growth processes smart, founded on innovation of handicraft and manufacturing traditional resources of the area, with a catalytic effect granted by the contamination of culture an production, in al local based systemic approach”

Main theme:

- ***Development of employment by support to local enterprises and production systems***

Complementary themes

- ***Valorisation of the area and its highlights (environment, culture landscape, manufacturing skills) in order to support preservation and develop hospitality***
- ***Enhancement of quality of life for local communities and empowerment of local services***

Main strategies:

- Restoring and valorisation of cultural heritage and public spaces to develop in public buildings service activities and innovative start-up's
- Support to new smart enterprises (creative, innovative, digital handicraft , sharing economy)
- To connect local resources and enterprises for the valorisation of the territory, development of tourism, empowewring local offer
- New services for the area based on the use of new technologies, ICT, smart community approach, with a specific focus on social services also for elder people
- Creation of new professionals in digital technologies, ICT, for the sectors of manufacturing, digital handicraft, tourism, cultural activities.

Description of LEADER cooperation

- landscape preservation and care, enhancement of soil use and biodiversity;
- Valorisation and management of environmenta and natural resources;
- Urban regeneration and support to services and places for social inclusion;
- Smart networks and communities;

Starting the process to obtain the status of

“Biosphere Reserves Nomination Form”;

- Sustainable development, landscape and environment preservation, economic development in a sustainable and innovative approach, valorisation of local resources and of the local communities, with their history, traditions, vocations.
- The project could help the exchange of experience and a common approach to valorization and management of the areas involved

What we search in the potential partner area:

Natural reserves, protected areas, areas already defined as Biosphere Reserves RISERVE in the framework of the UNESCO programme Man and the Biosphere – MAB

Presence of SMEs in the sectors of manufacturing/handicraft, culture, tourism

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