

PROCEEDINGS OF THE 1ST CONFERENCE

ROME 30 SEPTEMBER 2019

Camilla Arcangioli - Maria Sabrina Sarto (Editors)



«L'ERMA» di BRETSCHNEIDER

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PLANNING REGIONAL GROWTH THROUGH CULTURAL HERITAGE

THE IMPACT OF THE TERRITORIAL OBSERVATORY ON SUSTAINABLE DEVELOPMENT AND SOCIOECONOMIC WELL-BEING

MARIA PREZIOSO*

The Territorial Observatory is a permanent structure of the Excellence Centre within the Technological District of Cultural Heritage of Lazio region. It offers and develops services by general and sectoral studies, scientific analyses, ex ante and ex post evaluations, proving policy and territorial planning to institutional bodies, businesses and citizens of Lazio region in the framework of sustainable, cohesive and competitive development. Observatory services are intended to highlight geographical diversity and territorial capital in relation to the conservation, exploitation, valorisation and active management of Cultural Heritage, by adopting integrated strategies in the context of a circular and low-carbon economy, technological and instrumental innovation, tourism, employment, and investment in social welfare and well-being.

To this scope, the Observatory contributes to the interpretation of the European policy guidelines on Cultural Heritage by suggesting post-2020 strategies and programmes at regional and local level by directing the participation of researchers, institutions, stakeholders and enterprises to EU-funded projects and the use of European Strategic Integrated Funds (ESIF). More details can be found on the dedicated web page (<https://dtclazio.it/observatorio-beniculturali-della-regione-lazio>).

The Observatory makes available information, data, mapping and tools regarding to: the elaboration of integrated strategic plans and sustainable choices by the STeMA -TIA and SEA technology in the framework of Industry 4.0 and Smart Specialisation Strategy; benchmarking and enhancement/positioning of territories and business systems; networking of operators holding/using technologies dedicated to CH; governance models, monitoring through BigData, analysis of the distribution and behaviour of firms and stakeholders, etc. The Observatory also promotes and participates in projects funded under EU 2020 strategic programmes (H2020, ESPON, URBACT III, Med, etc.).

The Observatory, acting on demand of enterprises, associations, national, regional and local authorities of Lazio, stands as a hub/centre of sustainable and advanced services of EC-CHTD of Lazio Region. Some products are currently available:

- the mapping and monitoring over time of technologies and business models, with reference to cultural assets and sites and their exploitation, management and enjoyment.

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Pianificare la crescita regionale attraverso il patrimonio culturale. L'impatto dell'Osservatorio territoriale sullo sviluppo sostenibile e il benessere socioeconomico

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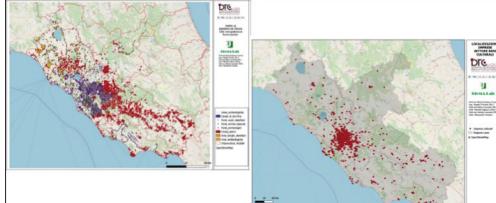
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Fig. 1.

una piattaforma della ricerca per conoscere, pianificare e progettare strategicamente con istituzioni e imprese



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Fig. 4.

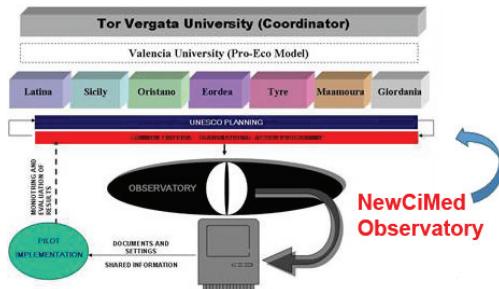


Fig. 2.

Monitorando al Tempo dei Big data e dei modelli di governate multilevel complessi la domanda/offerta di valorizzazione e investimento e equity PPP

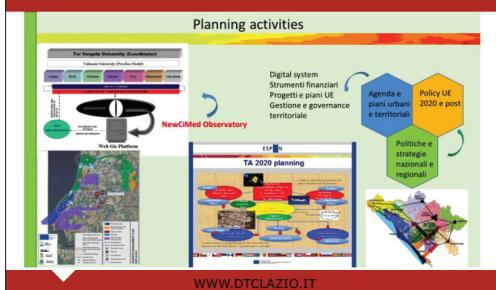


Fig. 5.

DataBase complete e valutazione

Consiste nella valutazione ambientale ex ante, che definisce il grado complessivo di sensibilità del territorio, calcolate su undici componenti, individuate come ambiti scientifici fondamentali per la misura dell'ammissibilità dei progetti relativi alle tecnologie e BC.

- 1. Sistema IDROLOGICO
 - 2. Sistema GEOMORFOLOGICO
 - 3. Sistema DEL PRESAGGIO NATURALE
 - 4. Sistema DEL PAESAGGIO STORICO E DELLE AREE PROTETTE
 - 5. Sistema FAUNISTICO
 - 6. Sistema INSEDIATIVO URBANO
 - 7. Sistema INSEDIATIVO AGRICOLO
 - 8. Sistema ATMOSFERA
 - 9. Sistema RUMORE
 - 10. Sistema SALUTE PUBBLICA
 - 11. Climate Change
 - 12. Imprese
- Studi aggiuntivi sono stati elaborati per:
- Distribuzione imprese techBC nel Lazio
 - Climate change

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Fig. 3.

All services and functionalities under the Observatory are useful to the internationalization and are closely related with all the activities of the Excellence Centre.

The Observatory offers the access to financial instruments which can be used in the proposed management plans (e.g. CLLD, ITI, financial equity solutions, etc.)

- the mapping and monitoring over time of Big Data, consistent with the Strategic Plan of Tourism of the MiBACT, with the National and Regional Digital Agenda.
- Models for developing and monitoring of sustainable tourism development management plans (UNESCO and EU Cultural Agenda).

It will soon be available the mapping of the structural response of the historical buildings of the Latium hamlets (small towns) which have been the subject of consolidation, in order to collect and study data aiming at the improvement and seismic adaptation of buildings.

The projects already carried out by the Observatory under the Tor Vergata University laboratory are also inherent in the plans of tourism management under UNESCO, cultural tourism and the use of minor assets in a smart key.

The Observatory developed several contacts within the framework of the EU cooperation programmes on tourism and CH, within the framework of the European Commission (EC) proposal 2018 of a New European Agenda for Culture, supporting the creation of the sense of community between researchers and citizens, in the evolutive framework of the post-2020 Cohesion policy. It is developing strategies to enhance tourism and its impact) on the local socioeconomic system and well-being, using comparative models at national and international level, The Observatory analysed their flexibility and adaptability (replicability) to the regional sector scenario: network of museums, network of tourist supply, etc.

Particular attention is given to potential governance solutions (EU EGTC models) that allow a wider impact of long-term benefits on the territory. A further area of activity concerns the analysis and definition of operational solutions as suitable interaction between different actors involved in the development projects.

Observatory acts as a contact and reference point (transnational, national and regional) for the widespread museums, tourism development strategies and for monitoring information strategies, communication and visibility of the Technological District. It carries out decentralised activities “on-line” towards and with all partners and project activities and territories, supporting the monitoring, processing and insertion of data on the regional cultural heritage and valorisation projects by advanced methodologies and techniques.

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