

OBJECTIVES

Improve regional policies on protection and promotion of natural heritage by fostering sustainable development in peri-urban areas threatened by urban-sprawl, with the ultimate aim of preventing biodiversity loss, soil consumption and further degradation of natural assets.

Include peri-urban areas in strategic planning as key leverage for sustainable growth & attractiveness of the region.

Change mindset of peri-urban actors toward natural heritage as an opportunity for business development.

Raise awareness about urban-rural linkages as a key factor for protecting natural heritage and contributing to sustainable development.



FURTHER INFORMATION

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PROSPERA
Interreg Europe



ABOUT PROSPERA



The European Union launched the Interreg Europe Programme to improve the performance of regional development policies through interregional exchange of good practices. The project PROSPERA - PROMoting Sustainable development and regional attractiveness through PERi-urban Areas brings together 7 organizations from 5 different countries - Italy, Belgium, Hungary, Greece and Sweden - with the aim of improving regional policies in the field of protection and promotion of natural heritage in peri-urban areas.



PARTNERS



MUNICIPALITY OF REGGIO EMILIA (IT) – LEAD PARTNER

Reggio Emilia is a medium-size city in the Emilia-Romagna Region. The city aims to improve the potential of peri-urban areas to meet citizens' demands for a healthier and more sustainable environment, restoring the natural landscape and promote innovative rural activities.



RESEARCH CENTRE ON ANIMAL PRODUCTION (CRPA) (IT)

CRPA provide both private and public sector with its expertise in the fields of agricultural food production and environment.



CITY OF GHENT (BE)

25–30% of the territory of Ghent is considered as open space of strategic importance for the liveability of the city as it comprises nature reserves and 'green poles', very attractive to citizens and visitors for recreation.



FLANDERS RESEARCH INSTITUTE FOR AGRICULTURE, FISHERIES AND FOOD (ILVO) (BE)

ILVO performs multidisciplinary, innovative and independent research aimed at economically, ecologically and socially sustainable agriculture, including rural development. The research is applied for the amelioration of policy instruments for rural areas.



EDC DEBRECEN (HU)

Debrecen, the 2nd largest city of Hungary, is a regional centre with an intensive economic growth. EDC Debrecen plays an important role in economic development and urban planning. Small residential areas, protected natural and cultural values, arable lands, agricultural fields and industrial areas are located in the peri-urban areas.



MUNICIPALITY ARISTOTELI CHALKIDIKIS (GR)

The region of Chalkidiki is characterized as peri-urban area including mix of rural and peri-urban in order to answer the needs of tourists, as one of the most known summer touristic regions in Greece.



MUNICIPALITY OF VARBERG (SE)

Halland region is facing increasing urbanization trends in its cities, as it is the case for Varberg. Varberg has started working strategically with city planning to make sure that the peri-urban areas can nourish and evolve, by defining the so-called local development strategies.



RESULTS

Overall results to be achieved for the protection, promotion and development of peri-urban areas are:

- ✓ experiences of sustainable public-private partnership started;
- ✓ policy makers and managers will acquire awareness on how the natural heritage protection and promotion can contribute to both the quality of life of citizens and the economic growth of the region;
- ✓ PPs organizations will have learnt to set up and coordinate local partnerships between private and public actors, economic and non-economic players (via local stakeholders group meetings) in a topic that is often left only to the public management;
- ✓ young entrepreneurs, together with universities, secondary schools and knowledge transfer centres will be stimulated towards new research and entrepreneurship paths, combining protection with promotion;
- ✓ new paradigm of “wise” participative governance is tested;
- ✓ effective local value chains to enhance the valorization of ecosystem services are enabled.
- ✓ 15 good practices
- ✓ 3 thematic workshops
- ✓ 5 study visits
- ✓ 5 regional action plans