

POLICY OVERVIEW

SHARE - Sustainable approach to cultural Heritage for the urban Areas Requalification in Europe

Territory: Umbria Region (IT)

Project partner: Sviluppumbria s.p.a.

Policy: Umbria Region ERDF Regional Operating Plan 2014-2020, Axis IV Sustainable Urban Development, and its application/translation/implementation into the municipal plans for the five cities of the Urban Agenda (Città di Castello, Foligno, Perugia, Spoleto, Terni).

The policy sets the following objectives and actions:

6.1 Digitalization of administrative processes and propagation of fully interoperable digital services;

6.1.1. Technological solutions to implement interoperable, joined-up e-Government services, designed for citizens and businesses, and integrated solutions for smart cities and communities;

6.2 Reduction of energy consumption in public offices or public residential and non-residential buildings and facilities and integration of renewable energy sources;

6.2.1. Adoption of technological solutions to reduce the energy consumption of public lighting networks, promoting the installation of automatic control systems (brightness sensors, remote control and energy management systems of the network);

6.3 Increase in sustainable mobility in urban areas;

6.3.1 Implementation of infrastructures and interchange nodes aimed at increasing collective mobility and the environmentally friendly distribution of goods and related transport systems;

6.4 Improvement of conditions and standards of offer and use of cultural assets, in areas of attraction;

6.4.1. Interventions for the protection, valorisation and networking of the cultural, material and intangible heritage, in the areas of strategic importance to consolidate and promote development processes.

What will be improved? Sviluppumbria, working with stakeholders in Umbria and informed by the exchange of experience activities and research conducted in the context of SHARE, prepared an Action Plan which proposes improvements to governance. Governance improvements are made by modifying an approach instead of a budget and aim at improving efficiency. The specific recommendations are

- Improved communications channels among the five municipalities;
- Recognition of topical “champions” to share expertise with the other municipalities;
- Expanded and targeted messaging (toward residents, visitor and businesses); and
- Nudging people and businesses toward virtuous behaviour (soft persuasion).

The key stakeholders, who have worked to develop the Action Plan, are the Umbria Region and the five municipalities.