



# GAL *Valle Camonica e Val di Scalve*

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## LANDSCAPE ARCHITECTURES IN EUROPEAN RURAL AREAS: A NEW APPROACH TO THE LOCAL DEVELOPMENT DESIGN

(LANDsARE). Final Conference and Project Workshop  
March, 17-19- 2104, LAG Oglio Po Terre d'Acqua and LAG Oltrepò Mantovano

On May 19th 2014 the Transnational Cooperation Project (Leader 2007-2013, Measure 421), named "LANDsARE" (Landscape Architectures in European Rural Areas: a new approach to the local development design) came to an end in Canneto on Oglio (Italy, Province of Mantova). The project, led by Local Action Group LAG Oglio Po terre d'acqua, involved 7 rural areas among Italy (Oglio Po, Oltrepò Mantovano, Valle Camonica Val di Scalve, Garda Valsabbia and Basso Tirreno Reggino), Scotland (Highlands and the Islands) and Germany (Saxony Anhalt). The LANDsARE project was designed to **compare European local strategies that consider environment as key of development**, focusing on rural issues like: landscape, architectural heritage (from the typical plain farmsteads to the mountain cowshed), agriculture and forestry; virtually all territory development strategies designed respecting landscape. The three days meeting included the last Steering Committee workshop, the final conference, and a number of field visits on LAG Oglio Po and LAG Oltrepò Mantovano areas, involving many stakeholders and local authorities. On Monday March 17th, in the morning, the last Steering Committee took place in Paola Court in Marcaria (Italy, Province of Mantova): the partners shared the final report of the project, and focused on its different aspects: the management and monitoring, the leading indicators, the targets achieved, the drafting of the Minutes of Meeting. In the afternoon, the working group visited the Water Lands, in the Padana Plain between Oglio and Po rivers, in Cremona and Mantova Provinces, enjoying their architectural heritage and landscape: Castiglioni Court in Marcaria; Medici del Vascello Villa in San Giovanni in Croce, with its beautiful romantic English garden, the IDROVORO system of San Matteo delle Chiaviche (in Viadana). On March 18th, the group devoted to the discovery and study of the rural landscape and architecture, visiting the LAG Oltrepò Mantovano area: a funny bike tour on the Po river, between Sermide (Province of Mantova) and Bondeno (Province of Ferrara), preceded by a visit to the gorgeous monastery of Polirone, in San Benedetto Po (province of Mantova), the Gorni Museum in Quistello and the Environment Education Centre of the Oltrepò Mantovano Parks System. The day ended with the visit of the Cavirani Palace in Felonica. Finally, on **March 19th the final conference of the project took place at the Mauro Pagano Theatre in Canneto on Oglio.**



Sabbioneta (MN).



Il Teatro all'Antica, Sabbioneta (MN).

### WALTER SALA – CHAIRMAN OF THE LAG VALLECAMONICA

"For the LAG Valle Camonica Val di Scalve, the LANDsARE project led to the activation of an important **landscape development process** – involving woodlands, chestnuts and wine - from its study to its promotion. Now, all LANDsARE partners – each in the relevant area – will promote landscape itineraries created by the Transnational Cooperation Project.

### Conclusions of the Transnational Cooperation Project LANDsARE

LANDsARE allowed LAG Valle Camonica Val di Scalve to demonstrate the effectiveness of the implementation of framed interventions to develop the territory. From landscape recovery, through the promotion of the growth of farms and rural accommodations, to the creation and promotion of thematic itineraries based on local products, with the involvement of all involved local stakeholders. This process, turning the landscape from a problem to a resource, will be implemented also in the next Local Development Plan, but it could be also an example for other public authorities, not only for Local Action Groups.

### GIUSEPPE TORCHIO – CHAIRMAN OF THE LAG OGLIO PO TERRE D'ACQUA

To focus on landscape is very important for rural areas, enabling to protect the community identity, defending environment and architecture, involving local people. Their awareness helps conservation, since even the individual behaviour makes the difference. The focus on environment as a development driving force involves important issues for rural areas: architectural heritage (from plain farmsteads to mountain forts), agriculture; a complex system where agriculture, buildings and nature are linked together.



Il gruppo a Villa Medici del Vascello, S. Giovanni in Croce (CR).

The speech of the Mayor of Canneto on Oglio, Pierino Cervi, was followed by the one of the regional Director for Agriculture, Giovanni Fava, who appreciated the involvement of the schools. He addressed his remarks to the students: "These initiatives are dedicated above all to you, because young people are the bridge from tradition to innovation, in those areas where agriculture is a part of the local identity. The farmer is the best supporter of the territory, since he cultivates the land and can protect rural landscape. But it's necessary to provide the best conditions to guarantee the farmers' incoming; the risk, otherwise, is the land abandoning".

Also the President of the Province of Mantova, Alessandro Pastacci, the Director of Agriculture to the Province of Cremona, Gianluca Pinotti, and the LAGs' partner chairmen contributed to the promotion of a the strategy based on landscape protection, enhancement and promotion. They underlined the importance of local products protection, of the link between agriculture and tourism in the food itineraries, of the innovation of promotional and enhancement strategies of local development. Marida Brignani coordinated the conference speakers, that explained the connection between landscape and the social-economical development of rural areas (Giuseppina Botti), and also its link with the European Programme 2014-2020 (Lionella Scazzosi, Politecnico of Milan) and with history and human activity (Valerio Ferrari). Marida Brignani also coordinated the round table among LAG partners, dedicated to the Guidelines, the core of the project, followed by the passionate conclusion of Elena Mussinelli (Politecnico of Milan). European partners expressed the will to renew partnership and cooperation developing future projects. In the afternoon, at the end of the three-days meeting, partners visited the amazing Sabbioneta, included in the UNESCO World Heritage List (Mantova and Sabbioneta) since 2008.

## The Guidelines– a mutual exchange and a development tool of the LANDsARE project.

The **LANDsARE project** involves 7 rural areas in Italy, Germany and Scotland, sharing the concept of **landscape as key issue to enhance the peculiarity of territories**. Landscape is recognized at European (by the European Chart on Landscape) and local level (considered in all types of plans); landscape is included in all promotion strategies and it's deeply connected to productive activity (just think about the problem of the reduction of the agricultural soil).

The landscape theme is sometimes left aside, because it is often considered as an abstract topic just for specialists. This may be due to the low awareness about its interaction with the other

elements of the territory, while it is a system that interacts with elements of the development such as ecology, nature, population,

economy, demography, culture, etc. **The European Spatial Development Scheme** has defined **the concept of a balanced socio-economic and sustainable development of the European countries**, that may contrast the risk

arising from the processes of cultures standardization, social disintegration, property speculation, extreme urbanization, mass tourism. The ESDP vision thus allows the promotion of various factors fostering the local development (in addition to natural factor) as:

- the historical urban settlements
- the rural area considered as a 'cultural landscape', namely a statement of history and of the interaction between man and nature, and therefore of local historical landscapes and itineraries;
- the cultural and social peculiarities of the populations.

In addition to the contribution of the ESDP, **the European Landscape Convention promoting the 'quality of places to live in'** states that the good quality of life is an essential condition for the individual and social wellbeing and for a sustainable development; it also represents a resource promoting economic activities. Thanks to the Convention, the perception that people have of the place where they live and therefore

the recognition of their cultural and social specificities are strengthened: this is also at the bases of the **L.O.T.O. project (Landscape Opportunities for Territorial Organization)**.

This is the final goal of the guidelines: to consider the landscape not as a sectorial or specialized issue, but as an element conditioning local development, included in a reciprocal relationship, where the evolution of the natural and human factors affects the local identity. In other words, the guidelines are meant to be a tool to help policymakers and development agencies (Local Action Groups at first) in their effort of strategy planning, by **integrating the landscape issues with any instrument that could be adopted to influence the territory transformations.**

The key elements at the basis of common and local actions of the project “Landscape architectures in European rural areas: a new approach to the local development design” are as follows:

- the way a landscape is perceived
- the role of landscape in the improvement of life conditions
- the management of landscape as important aspect for the safety of communities
- the management of the processes of the landscape production as added value for local economy

The common actions will lead to **the definition of common territorial patterns**, gathering traditions, local productions and local identity which are fundamental in the definition of a touristic offer based on Landscape as a whole.

Benchmarking exercise aims to answer to the question:

- “Is your area able to identify the aspects of the landscape?” – Only if you know which are the key elements of your landscape, you can promote them. The network among partners led to the creation of a roundtable aimed to analyze and identify territory characteristics in term of landscape elements (both natural and cultural). The mutual exchange will help partners to **identify the best practices relevant to the protection, management, and promotion of different landscapes in different areas.** The action will combine practical know-how and innovative scientific knowledge: this will help to **promote best practices as a tool for the enhancement of economic growth and new solutions to existing problems.** The methodological approach was divided in 5 steps, put into execution from July 2012 to March 2014.

Step 1

In the early phase (July 2012-September 2012), the **project leading partner prepared two questionnaires:**

- the first aimed to **identify and classify the landscape elements** of each territory, reporting implemented promotional tools/experiences (see annex 1);
- the second focused on **good experiences that were carried out in order to preserve and increase the value of landscape** elements listed in the questionnaire described above (see annex 2).

Step 2

**During the second step (November 2012) the questionnaires were e-mailed** and shown to partners; also, the deadlines for their completion were fixed, in order to collect all the information required for: 1) the analysis of landscape elements and territorial characteristics; 2) the identification of the good practices.

Step 3

With the third step (November 2012–February 2013), the **leading partners submitted the questionnaire** to the project leader.

Step 4

During the fourth step (January 2013–February 2013), the leading partner assisted all project partners explaining **how to complete the questionnaires, and doubts and / or fill in errors were identified.**

Step 5

Finally, **leading partners processed the information received** in order to highlight:

- the elements that have a landscape value, according to typological and functional categories for each partner areas;
- the patterns tested for landscape protection, management, and promotion.

The handbook document contains 3 parts:

**A: Mapping/Census of the elements** that have a value for landscape, according to typological and functional categories for all partner areas

**B Choice of management patterns for the functional enhancement and for the pre-definition of local projects.** The areas of interest of this section are as follows:

1. Enhancement of specific landmarks as key elements for an economic growth related to tourism development
2. Recovery of landmarks as basic interventions to enhance local identity
3. Management of environmental resources to create new opportunities
4. Improvement of competences and training as conditions to sustainable use of environmental and landscape resources, organizing lesson learned from best practices.

**C Definition of a catalog of practical proposals on enhancement of touristic structures**, protection and job opportunities creation. It contains Italian and European experiences that can be considered as best practices, in line with LANDsARE project. The handbook underlines the importance of empowerment & skills development experiences in tourism sector, available for a multilevel cooperation and able to create new jobs. The best practices had been identified through the following documents and projects:

- European Council Meeting on workshops dedicated to the European Chart of Landscape
- The Pays.Med.Urban project
- The Pays.Doc;
- The L.O.T.O. project (Landscape Opportunities for Territorial Organization).

The selected experiences, also coming from outside the the partners’ group, aim to contribute to the debate on landscape.

The analytic process is based on PART B results, that highlight some essential aspects for the positive outcome of experiences.

4 aspects can be stressed:

1. **Definition of sustainable objectives and correct evaluation of achieved results**
2. **Quality and extension of participants (also in a multilevel perspective)**
3. **Continuity and quality of public-private relationship**
4. **Quality and extension of communication.**

Starting from these aspects, it’s possible to identify some critical factors.



## LAG Itineraries - Valle Camonica Val di Scalve

Seven thematic itineraries to discover and taste the beauty of the territory.

LAG Valle Camonica Val di Scalve, by the Leader Measure 421 (Transnational Cooperation Project LANDsARE, explained above) and the Local Strategy Measure 313/C fulfilled a complex project of promotion of the territory of the Valle Camonica and Val di Scalve area, creating seven itineraries inspired by local products, as follows:

- 1) “Among vineyards and wine” Breno- Capo di Ponte
- 2) Among wines and olive trees Piancogno - Darfo Boario Terme)
- 3) Trekking on the Altopiano del Sole (Borno, Ossimo, Lozio)
- 4) Among trees of bread (Capo di Ponte, Paspardo, Cimbergo, Ceto)
- 5) Among chestnut trees and the green road (Valle dell’ Allione and Val di Scalve)
- 6) Trekking of the mountain cowsheds (Edolo, Monno)
- 7) Among alpine pastures and trenches (Ponte di Legno, Passo del Tonale, Val di Sole)

These itineraries are an opportunity to discover the natural, historical, cultural and food resources of the area, improving one’s knowledge of vine and chestnut tree growing, and of wood-timber-energy chain. The first action is the **selection of seven itineraries**, by analyzing paths, the related food, culture and nature resources and the potential opportunities for accommodation, restaurants, leisure and sport. Consequently, **some trails have been restored** (soil maintenance, creation of picnic areas), **information boards were placed** and finally, a set of promotional products were created (both Italian and English language):

- **paper folders** (titled “Valle Camonica and Val di Scalve Itineraries”), containing a brochure describing local resources and leaflets dedicated to the different itineraries. Each leaflet contains: a short introduction, a detailed description, a general map highlighting the point of interests, a set of information on the main annual events and some relevant images.
- **Web site** The site [www.galvallecamonica-valdi-scalve.it](http://www.galvallecamonica-valdi-scalve.it) in the specific area “Itineraries” contains all relevant details (descriptions, maps, images, etc), the point of interests to visit and tourism offers created in cooperation with participant operators. The partners involved come from different sectors: accomodation (farm houses, B&B and hostels but also hotels, restaurants, tourist guides etc), local producers (Valle Camonica Taste), museums, parks, etc. having a partnership agreement with the LAG.;
- The dedicated APP (it can be downloaded on the web site too), that will guide hikers and visitors along the itineraries;
- **The “easyMap”** of the Mean Valle Camonica (between Breno and Forno Allione villages): completely foldable, soft and light, easy to use while walking or biking, during the discovery of the seven proposed itineraries. This is the first pilot action, promoted by the Valle Camonica Mountain Community Council with the LAG funds. Two other maps will follow soon, to complete the project.
- **The information boards, whose design is the same of the one of the tourist signs of the Valley of the Signs**, that will be placed by the end of the summer. The information boards will help visitors to discover the the structure of the itineraries (general introduction, points of interest and relevant images, general map). Furthermore, it’s important to stress that this project was designed following the criteria of the 2013 project implemented by the Valle Camonica Mountain Community Council, using the same cartography maps.

The next step will be to distribute promotional materials and itineraries in order to:

- Increase and qualify tourism offer of the area
- Support the social economic development of the area, connecting local products development, mountain rural tourism and environmental systems development, in order to improve the quality of life of local communities and diversify economic activities;
- Integrate agriculture (Valle Camonica Tastes) and sustainable tourism.

The aim is not only to recover, promote and enhance food and local productions, the wood-timber-energy chain and relevant landscapes, but also to promote tourism, contributing to develop a local sustainable economy.



### Trekking dell'Altopiano del Sole

Percorso paesaggistico, di interesse agro-alimentare, naturalistico e storico culturale




**The Sun Plateau Trekking**  
 Spazio: 100 km  
 Difficoltà: Medio  
 Periodo: Primavera - Estate  
 Partenza: Ponte d'Assio

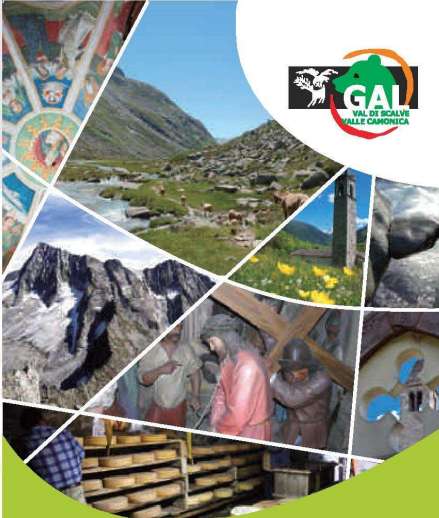
**9897 TREKKING DELL'ALTIPIANO DEL SOLE:**  
 Il percorso si svolge lungo l'Altopiano del Sole, tra i comuni di Ponte d'Assio, Ponte di Scalve e Ponte di Sanna. È un itinerario di interesse paesaggistico, storico e culturale, che attraversa zone di alta montagna, dolomi e boschi di faggio. Il percorso è adatto a tutti, anche ai bambini, e può essere svolto in giornata o in più giorni. Per informazioni e prenotazioni, visitate il sito [www.galvallecamonicavaldisalve.it](http://www.galvallecamonicavaldisalve.it).




Esempio di bacheca illustrativa dei percorsi agroalimentari.



**GAL Itinerary**  
 Valle Camonica Val di Scalve



**ITINERARI in Valle Camonica e Val di Scalve**  
 ITINERARIES in Valle Camonica and Val di Scalve



### COUPON PROMOZIONALE

valido per l'itinerario:  
**"Tra gli alberi del pino"**

Per informazioni, suggerimenti e opinioni sui servizi, scrivici a:  
[info@galvallecamonicavaldisalve.it](mailto:info@galvallecamonicavaldisalve.it)

Per maggiori dettagli, consulta il sito web:  
[www.galvallecamonicavaldisalve.it](http://www.galvallecamonicavaldisalve.it)

**Scarica l'app del percorso!**

**REGOLAMENTO**

**1. SCOPO E CARATTERISTICHE DELL'OFFERTA**  
 L'offerta "Tra gli alberi del pino" è un itinerario a tema agro-alimentare che si svolge nel territorio della Valle Camonica (VC) e della Val di Scalve (VS) ed ha lo scopo di promuovere, valorizzare e gestire la produzione delle risorse prodotte dal Parco di Impugnatura (PI).  
 Questo itinerario offre un'esperienza unica e coinvolgente, che include la visita ai produttori agro-alimentari, la degustazione di prodotti tipici e la partecipazione ad attività ludiche e ricreative.

**2. DESTINATARI**  
 L'offerta è rivolta a tutti i cittadini, in particolare ai turisti e ai residenti della Valle Camonica e della Val di Scalve.

**3. MODALITÀ DI ACCESSO**  
 L'offerta è fruibile in tutta la Valle Camonica e nella Val di Scalve, in base ai percorsi individuati.

**4. INFORMAZIONI**  
 Per maggiori informazioni, visitate il sito [www.galvallecamonicavaldisalve.it](http://www.galvallecamonicavaldisalve.it) o contattateci al numero verde 800 01 23 45.

**5. NOTE**  
 L'offerta è riservata ai soci della GAL Valle Camonica Val di Scalve e ai soci della GAL Valle Camonica Val di Scalve.

**6. LEGGI**  
 L'offerta è regolata dal regolamento dell'offerta "Tra gli alberi del pino".

**7. DATA**  
 L'offerta è valida fino al 31/12/2023.

**8. FIRMA**  
 GAL Valle Camonica Val di Scalve

Coupon promozionale.

**LAG ITINERARY OF VALLE CAMONICA VAL DI SCALVE – the logo**

In order to identify, recognize and promote with a common strategy all itineraries based on local products, a specific logo has been created. The logo collect the typical colours of LAG Valle Camonica Val di Scalve, and the symbols used for trekking and biking.

**Example of information board of local products itinerary. Promotional Voucher.**