

VALORE PAESE
ITALIA

NETWORK PROJECTS

2023



VALORE PAESE ITALIA

The Network Projects are complex, nation-wide initiatives for the renovation and conversion of State-owned investment properties with high cultural, identity and landscape value so as to save them from degradation and neglect. These properties, owned by the State and other Bodies, shall be **economically, socially and culturally redeveloped** according to a series of **thematic networks** that combine together tourism, cultural heritage, environment and soft mobility. The redevelopment initiatives revolve around a **specific theme** characterising the **network** (here meant as a network of **real estate assets, territories and actors**), which shall be promoted through a strong brand capable of making it easily recognizable.

The **Network Projects - Valore Paese Italia** initiative began its activities starting from 2015 with the **Lighthouses, Watchtowers and Coastal Buildings** network, which at the time involved only State-owned properties; starting from 2017, the participation was extended also to other Bodies, with the inauguration of a new thematic network called **Hikes and Itineraries**. In 2020, all active networks - including the Dwellings one, which had been experimented sporadically ever since 2007 - were reunited underneath the single banner of **Valore Paese Italia**.

Valore Paese Italia is a national programme promoted by the subscription of the institutional agreement of 17 December 2020 and of the subsequent operational agreement between the then Ministry of Cultural Heritage and Activities and of Tourism (now Ministry of Culture), the Italian Government Tourist Board (ENIT), the State Property Office and Difesa Servizi S.p.A.. Following the recent reorganisation, the programme is jointly participated also by the Ministry of Tourism and other institutional partners such as ANAS (the Italian National Roads Authority), FS (the Italian Railway Company) and other players in the world of slow tourism and mobility.

The Networks

The Networks included in the Valore Paese Italia brand are as follows:

- **Lighthouses, Watchtowers and Coastal Buildings**
- **Hikes and Itineraries**
- **Dwellings**
- **Forts and Fortifications (new)**
- **Villages and Inland Areas (new)**
- **Accessible Tourism (new)**
- **Third Sector Entities (new)**
- **Historical-Tourist Railways' Itineraries**
- **Roadman's House**

THEMATIC NETWORKS AND SYSTEMISATION OF INITIATIVES



*Lighthouses, Watchtowers
and Coastal Buildings*



Hikes and Itineraries



Dwellings



*Villages and Inland
Areas*



*Forts and
Fortifications*



Accessible Tourism



*Historical-Tourist
Railways*



*Roadman's
House*



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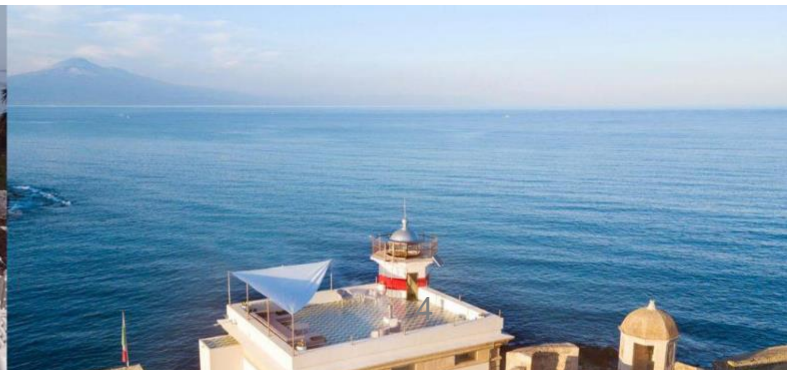
The public real estate managers who participate in the project as partners are **State Property Office, Difesa Servizi S.p.A., Anas, FS and other Bodies (Municipalities, Regions, etc.)**, who are responsible for the identification and structuring of the real estate portfolios to be exploited for the systemisation of the initiatives, also in relation to the thematic networks developed and the territories involved around which to define a coordinated communication that also includes dedicated events. For the **implementation of the initiatives, different awarding and valorisation procedures** can be identified, also according to the specific tools available to the Entities that participate with owned properties.

LIGHTHOUSES WATCHTOWERS COASTAL BUILDINGS

LIGHTHOUSES, WATCHTOWERS AND COASTAL BUILDINGS

is an initiative promoted by the **State Property Office, Difesa Servizi S.p.A.**, the **Ministry of Economy and Finance** and the then **Ministry of Cultural Heritage and Activities and of Tourism** (now Ministry of Culture) and initiated in 2015 with the aim to redevelop and convert **real estate assets located along the coast for tourist and cultural purposes, in line with the principles of sustainable tourism and sea cultures**, hence respecting the landscape and the environment and involving some of the most extraordinary coastal territories in Italy; the initiative, for example, contributed to the regeneration of the waterfront of some seaside towns (Taranto, Palermo, etc.).

Type of Assets: *charming and attractive lighthouses, watchtowers and coastal buildings overlooking the sea*



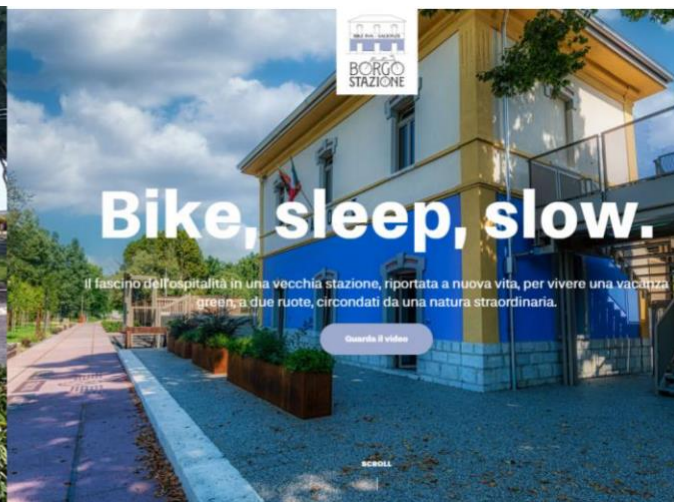


HIKESANDITINERARIES

HIKES AND ITINERARIES is an initiative promoted by the **State Property**

Office together with the then **Ministry of Cultural Heritage and Activities and of Tourism** (now Ministry of Culture), the **Ministry of Infrastructure and Transport** (now Ministry of Infrastructure and Sustainable Mobility) and other Bodies participating with their own properties, which began in 2017 to focus on **State-owned properties** located along **historical/religious/cycle-pedestrian itineraries**, seeking their redevelopment and conversion as **support services for the slow traveller** and **social and cultural animation of the chosen itineraries**, in a Buffer Zone (5 km - for historical-religious paths / 15 km - for cycle paths), favouring maximum intermodality, on foot, bicycle, train, horse, etc.

Type of Assets: *toll stations, roadman's houses, small railway stations, inland buildings whose value is related to the new possible use and to the social innovation they can help generate rather than to their structural value*



DWELLINGS It is an initiative launched in 2013, promoted by the office with the then

Ministry of Cultural Heritage and Activities and of Tourism (now MIC), Invitalia and other Bodies for the recovery and reuse of buildings of great historical-artistic value and in sites of environmental and landscape value, which aims at strengthening the cultural offer, through the leverage of sustainable tourism, placing itself as a reception node for the flows of demand more sensitive to the use of cultural and landscape assets, aiming at the development of the territories and the promotion of Italian excellence: landscape, art, history, music, fashion, design, sport, creative industry, innovation, food and wine.

Type of Assets: *villas, palaces, castles, estates, churches, theatres, customs buildings of cultural value, which fall within particular typologies of civil architecture and are linked to the themes of culture and art.*

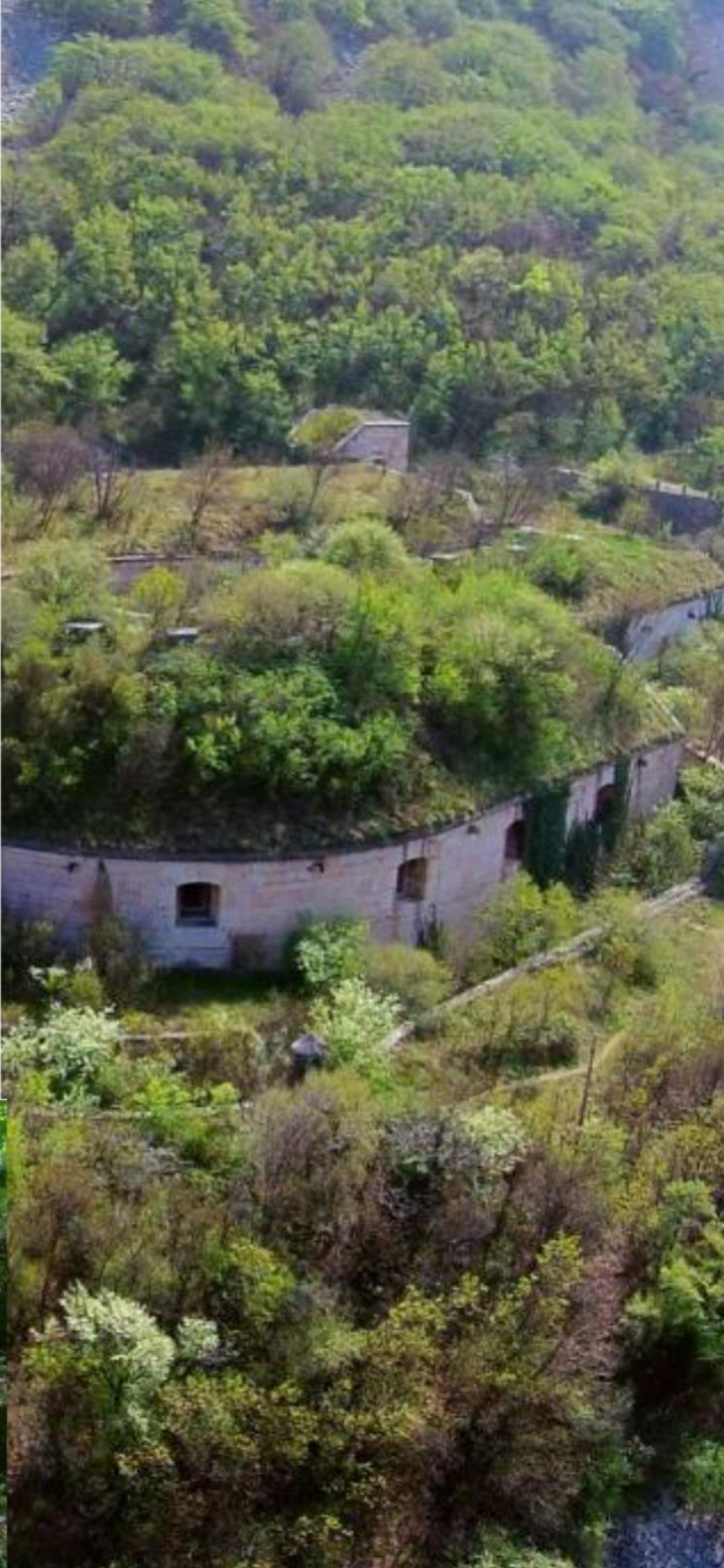
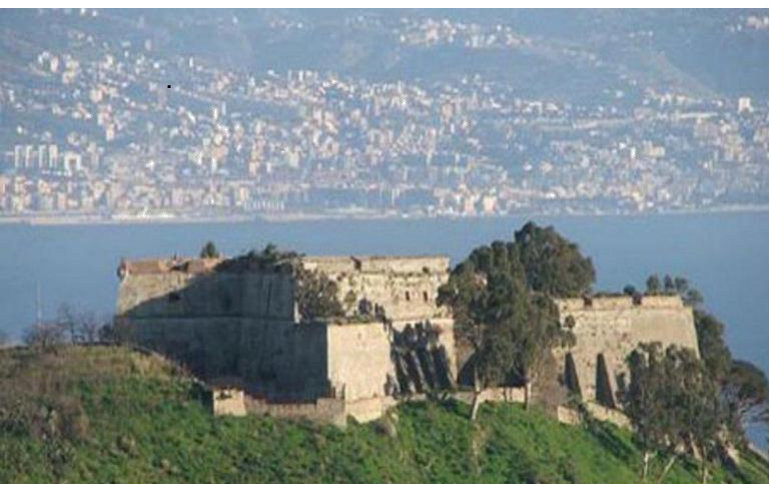


Forts and Fortifications

Forts and Fortifications is an initiative launched in 2023, promoted by the

Office for the recovery and reuse of the Italian fortress system for social, cultural, sustainable tourism and soft mobility purposes, enhancing the history of the place and the territorial fortification system, contrasting the abandonment of the heritage and promoting the public use of the Italian historical heritage. The aim is to redevelop assets of historical-cultural and identity value for social, cultural, tourist, environmental protection and mobility purposes, which integrate the principles of sustainability and innovation, adapted according to the specific nature of the network.

Type of Assets: *Forts, Bastions, Fortified Citadels, Fortifications, non-instrumental State assets to be redeveloped.*



Villages and Inland Areas

Villages and Inland Areas is an initiative launched in 2023, promoted by

the Office for the recovery and reuse of unused public assets, contributing to the regeneration of the villages and internal areas, through the launch of new activities of a socio-cultural and tourist-sustainable type, such as services to the citizen (to promote the contrast to depopulation) and to the responsible tourist (to favour the careful promotion of the territory) starting from the principles promoted by the National Plan of Villages (Italian Recovery Plan measure), by the National Strategy for Internal Areas (SNAI) and by local policies referring to villages of local importance.

Type of Assets: *non-instrumental state property, to be redeveloped, located in villages and internal areas, (see M1C3 - Investment 2.1 Villages / SNAI 2021-2027 programming - Complementary Fund - target areas - areas of Central Italy affected by the earthquake) and other villages recognized locally.*



Accessible Tourism

Accessible Tourism is an initiative launched in 2023, promoted

by the Office to give life to the process of recovery and reuse of disused properties, for social, health, tourism purposes for the promotion and support of tourism aimed at meeting the needs of all individuals with special needs, related to hospitality, usability and support (elderly, families, children, disabled, etc.). The intent is the promotion and support of tourism based on a dedicated project to be able to create a tourist structure without architectural barriers, near art cities, great infrastructures and transports and centres equipped with hospital and public health facilities.

Type of Assets: *non-instrumental buildings, prime assets, ideal for high-end tourist accommodation*



Third Sector Entities (ETS)

Third Sector Entities is an initiative launched in 2023, promoted by the Office, dedicated to the promotion of innovative initiatives for the enhancement of unused public buildings owned by the State, to be entrusted to third sector entities in order to recover disused assets and encourage development and the promotion of activities of general interest on the national territory, aimed at increasing the economic and social value of state properties.

Type of Assets: *restricted, unused and non-instrumental assets to be entrusted to the ETS, for the management of the assets subject to protection, to ensure their conservation and their opening to public use for cultural, artistic or recreational purposes of social interest or for the organization and management of tourist activities of social, cultural and religious interest.*

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IMPLEMENTATION TOOLS

For the **implementation of the initiatives**, a series of **different procedures for the award and redevelopment** of an asset can be identified, also according to the specific tools available to the Bodies participating in the activity with their own properties.

So far, the State Property Office privileged the following implementation tools for the redevelopment of State-owned assets:

- *Redevelopment Concession/Rental (Art. 3-bis of Legislative Decree no. 351/2001, converted into Law no. 410/2001)*
- *Concession/Rental for Use Free of Charge (Art. 11, par. 3 of Legislative Decree no. 83/2014)*
- *redevelopment procedures to increase the economic and social value of state properties (ETS_CTS, Accessible Tourism) in experimentation*

Local Authorities too can use the redevelopment concession pursuant to Art. 3-bis of Legislative Decree no. 351/2001 in conjunction with Art. 58, par. 1 and 6 of Legislative Decree no. 112/2008.

Difesa Servizi S.p.A. and ANAS S.p.A. use their own concession tools.



FORMS OF ECONOMIC SUPPORT AND FINANCING

The issue of finding funding, forms of support that can be activated and also specific contributions that can come from **administrations that own resources**, such as ICS and Invitalia which, for various reasons, can contribute to supporting the supply-chain, runs parallel to redevelopment.

Among the various references indicated in **Italy's Recovery Plan** (PNRR), we highlight the one reported in the **Mission 1 "Digitalisation, innovation, competitiveness and culture" Component M1C3 "Tourism and Culture 4.0"** **Investment 2.1 "Attractiveness of Villages"**, which includes interventions to redevelop the historical heritage present in small Italian towns and rural areas for tourist and cultural purposes.

As well as

Caput Mundi-Next Generation EU for major tourist events, which focuses on the capital to redevelop the heritage of the centre and the periphery and to improve digital infrastructures.

More generally, Italy's Recovery Plan underlines the fundamental aspect of enhancing the Italy brand, starting with Jubilee 2025 and Cortina Milano 2026, creating alternative routes and a differentiated offer.

For this reason, through Valore Paese Italia we intend to contribute in terms of planning, with interventions to enhance the heritage and develop sustainable tourism, for the promotion of Italian territories.

INSTITUTIONAL COOPERATION

Forms of institutional cooperation are being defined with the local authorities and the Administrations responsible for territorial governance and with trade associations, the Third Sector and the various experts on project issues who operate locally.

Areas Concerned

REGIONS AND MUNICIPALITIES -
Competent in territorial governance,
economic planning and land protection,
as well as owners of the public properties



Trade Associations, Third Sector and Experts

LOCAL ACTORS ACTIVE ON THE
TERRITORY - representing the market
and the various sectors involved
(redevelopment, slow tourism and
mobility, environment, food and wine,
etc.), to be involved also for the purpose of
assessing the social, cultural and
environmental impact of the
redevelopment projects on local
communities.

