

## ITALY

## Local development

### Location

Media Valle del Tevere

### Programming period

2014 – 2020

### Priority

P6 – Social inclusion & local  
development

### Measure

M19 – LEADER/CLLD

### Funding (EUR)

Total budget 4 380 023.74

EAFRD 1 699 799.61

National/Reg. 2 242 221.75

Other 438 002.38

### Project duration

2017 – 2020

### Project promoter

LAG Media Valle del Tevere

### Contact

[info@mediavalletere.it](mailto:info@mediavalletere.it)

### Website

<https://www.mediavalletere.it/gal-media-valle-del-tevere/>

The project was aimed at revitalising small villages that were suffering from depopulation by promoting rural tourism and affirming the cultural identity of the population.

## Summary

Media Valle del Tevere is known for its unique architectural heritage. The area has small villages with particular architectural, artistic and landscape beauty. However, the area is suffering from depopulation. As the population and available services declined, it became very difficult to develop tourism and use it as a vehicle to reverse the situation.

In response to this situation, the Local Action Group (LAG), following brainstorming and consultation activities, launched a project to restore 14 attractions in the area's villages and thus improve the attractiveness of the area, both for tourists as well as for the local population.



GAL

Media Valle del Tevere

## Results

Thirteen municipalities were involved.

Sixteen villages were restored.

A total of 27 671 inhabitants were involved as residents.

The investment resulted in an increase in the number of tourists visiting the area, more efficient services, social inclusion and protection of the area's heritage.

### Context

Media Valle del Tevere is located in central Italy, in the Umbria region, and is known for its unique architectural heritage. The area has small villages with particular architectural, artistic and landscape characteristics and beauty that need to be protected and revitalised. However, the area, like many other rural areas across Europe, is suffering from depopulation as young people relocate to bigger urban centres to find jobs. As a result, the population in the villages is growing older and older, while the available services and facilities are becoming more and more insufficient. These problems can have a major impact on disadvantaged people and on municipalities that cannot ensure the proper maintenance of public spaces. Even if the area is attractive, the inability to develop tourism makes it very difficult to slow and reverse social and economic crises. The municipalities involved included Acquasparta, Assisi, Avigliano Umbro, Bettona, Collazzone, Deruta, Fratta Todina, Marsciano, Massa Martana, Monte Castello di Vibio, Perugia, Todi and Torgiano.

### Objectives

The specific objectives of this project were to:

- reverse the demographic and economic decline of the area and prevent the abandonment of the small rural villages;
- promote rural tourism in the area;
- affirm the population's renewed cultural identity;
- improve the quality of life for the inhabitants with new services/facilities; and
- introduce and develop information and communications technology (ICT) solutions for the area.

### Activities

The project was officially started in June 2017 by the LAG Media Valle del Tevere. Before that, analyses had been conducted to map out local needs and to give instructions on the procedure for the public to participate and submit proposals. Relevant criteria for participation included the scope of the activity, type of upgrading proposed and innovative ICT solutions, such as internet connectivity and renewable energy systems. Following these criteria, fourteen actions were selected to be financed, in particular:

- restoration and renovation of Borgo di Portaria (Acquasparta) with accessible pathways for people with disabilities and free Wi-Fi areas;
- restoration and renovation of the school building in Armenzano (Assisi), which is now a meeting point for the local community and tourists with free Wi-Fi areas;
- restoration and renovation of Borgo Santa Restituta and Toscolano by re-paving the village roads and implementing a road safety project;
- restoration and renovation of the historical centre of Bettona;
- restoration and renovation of the historical centre of Collazzone;
- restoration and renovation of the historical centre of Deruta and re-paving;
- restoration and renovation of the historical centre of Fratta Todina and organisation of the truffle museum;
- restoration and renovation of Compignano (Marsciano), including re-paving, lighting and site furnishing installations;
- restoration and renovation of the historical centre of Montecastello di Vibio, maintenance of green spaces and Wi-Fi installation;
- restoration of the water museum in Fontignano (Perugia);
- restoration and renovation of Ceccanibbi, Montemolino and Ripaioli (Todi) on the Tiber river;
- renovation of the sculpture park in Brufa (Torgiano);
- securing the sculptures in the Tempio delle Consolazione (Todi).

The LAG Media Valle del Tevere disseminates and communicates externally about the project's results through a social media strategy using pictures and videos.

### Main results

There were 13 municipalities involved in the project.

Sixteen villages were restored.

A total of 27 671 inhabitants were involved in the project as local residents.

The investment resulted in an increase in the number of tourists visiting the area, more efficient services, social inclusion and protection of the area's heritage.

### Additional sources of information

n/a