



BEHIND THE PROJECT.

How a winning project can risk to become a failure.

NEW METRICS & INDICATORS FOR CARRO, A SMALL OLD TOWN TO BE REQUALIFIED

22 /03/ 2022



PNRR BORGHI

21 straordinari territori tornano a vivere

1	Abruzzo	Rocca Calascio (AQ)
2	Basilicata	Monticchio Bagni (PZ)
3	Calabria	Gerace (RC)
4	Campania	Sanza (SA)
5	Emilia Romagna	Campolo (BO)
6	Friuli Venezia Giulia	Borgo Castello (GO)
7	Lazio	Trevinano (VT)
8	Liguria	Borgo Castello (SV)
9	Lombardia	Livemmo (BS)
10	Marche	Montalto delle Marche (AP)

11	Molise	Pietrabbondante (IS)
12	Piemonte	Elva (CN)
13	Puglia	Accadia (FG)
14	Sardegna	Ulassai (NU)
15	Sicilia	A Cunziria (CT)
16	Toscana	Borgo di Castelnuovo in Avane (AR)
17	Umbria	Cesi (TR)
18	Valle d'Aosta	Arvier (AO)
19	Veneto	Recoaro Terme (VI)
20	Provincia di Trento	Palù del Fersina (TN)
21	Provincia di Bolzano	Stelvio (BZ)

#italy4culture



The missions of the Plan:

Digitalisation, innovation, competitiveness, culture and tourism.

Green revolution and ecological transition.

Infrastructure for sustainable mobility.

Education and research.

Inclusion and cohesion.

Health.



NextGenerationEU
Make it Real

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WHAT IS THE R&RP ABOUT?



SUSTAINABLE DEVELOPMENT GOALS

The image shows a circular graphic of the 17 Sustainable Development Goals (SDGs) arranged in a ring around the central text 'SUSTAINABLE DEVELOPMENT GOALS'. The goals are represented by colorful icons and labels: 1. No Poverty, 2. Zero Hunger, 3. Good Health and Well-being, 4. Quality Education, 5. Gender Equality, 6. Clean Water and Sanitation, 7. Affordable and Clean Energy, 8. Decent Work and Economic Growth, 9. Industry, Innovation and Infrastructure, 10. Reduced Inequalities, 11. Sustainable Cities and Communities, 12. Responsible Consumption and Production, 13. Climate Action, 14. Life Below Water, 15. Life on Land, 16. Peace, Justice and Strong Institutions, 17. Partnerships for Goal Achievement.

- ✓ 590 inhabitants
- ✓ 4 main hamlets
- ✓ Province of La Spezia
- ✓ 418 meters above sea level
- ✓ Located in the valley of Colle di Velva, in the upper Vara Valley, and along the valleys of the Trambacco and Castagnola streams
- ✓ Part of the Regional Natural Park of Montemarcello-Magra-Vara

- CINQUE TERRE
- GOLFO DEI POETI
- RIVIERA DI LEVANTE
- VAL DI VARA
- VAL DI MAGRA

WHERE IS CARRO?

CINQUE
TERRITORI
LIGURI









The project "CARRO the old town of Niccolò PAGANINI" matches the missions of the R&RP with...

- A classical music festival inspire to PAGANINI
- A European PAGANINI Route
- An interactive museum on PAGANINI
- A project of Land Art – BOSCHI SONORI
- Touristic routes: hiking – biking & electric biking - rafting



Primary Objective: increase of the wellbeing

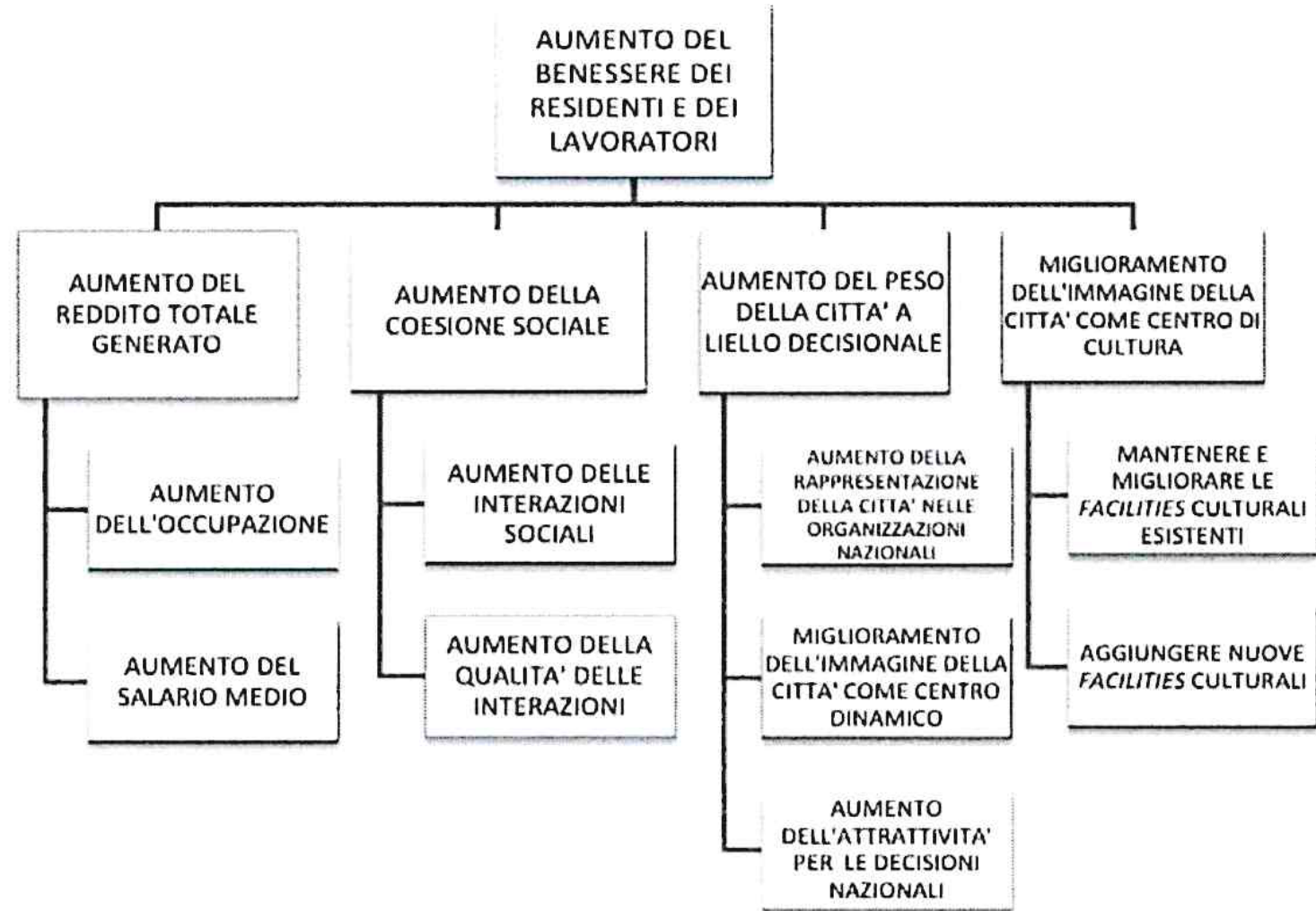
Expected impacts:

Economic & Touristic

Social

Reputational

Cultural



**BUT...WHAT IS
THE
POPULATION'S
PERSPECTIVE?**



WE MADE OF BOSCHI SONORI A COMMUNITY BUILDING PROJECT IN WHICH THE PARTICIPATORY APPROACH WAS FUNDAMENTAL

UN PERCORSO A PIÙ TAPPE

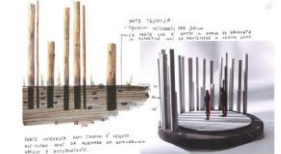
Per **Boschi Sonori**, **soluzionimuseali-ims** ha condotto ricerche approfondite del ricco patrimonio materiale e immateriale del territorio, coinvolgendo attivamente la comunità locale attraverso interviste, focus group e azioni di costruzione comunitaria.



IL PREMIO

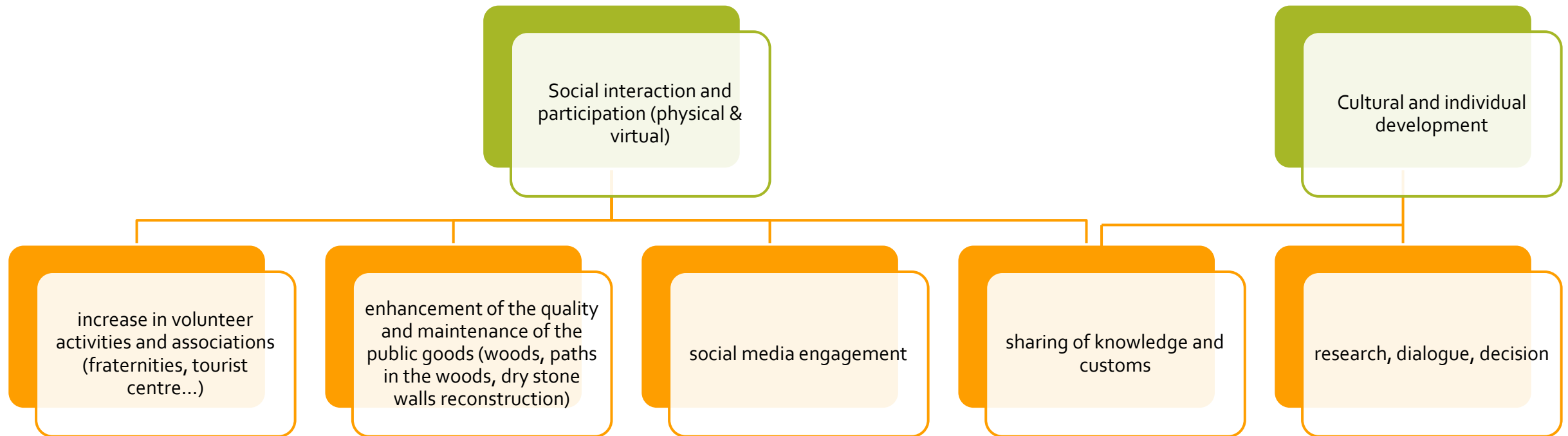
Il Premio mira a promuovere un **modello sostenibile di economia circolare** attraverso l'arte creando una filiera produttiva che valorizzi il riutilizzo delle risorse naturali inutilizzate. Artisti emergenti e consolidati sono stati invitati a partecipare presentando progetti che riflettano le **caratteristiche identitarie del luogo**.

La selezione delle opere è stata affidata a **due giurie**: una giuria artistica, composta da esperti del settore dell'arte contemporanea, e una giuria istituzionale attraverso una consultazione popolare a partire dalla mostra.



WHOSE RESULTS END UP IN A COMMUNITY MAP (PARISH MAP) TO TELL THE STORY OF THE PAST, PRESENT AND FUTURE OF THE TERRITORY IN ITS TANGIBLE AND INTAGIBLE ASPECTS

This brought us to rethink the indicators of evaluation of the project for the 1st year



Economic

Environmental

Tourism

Recovery of
traditional jobs

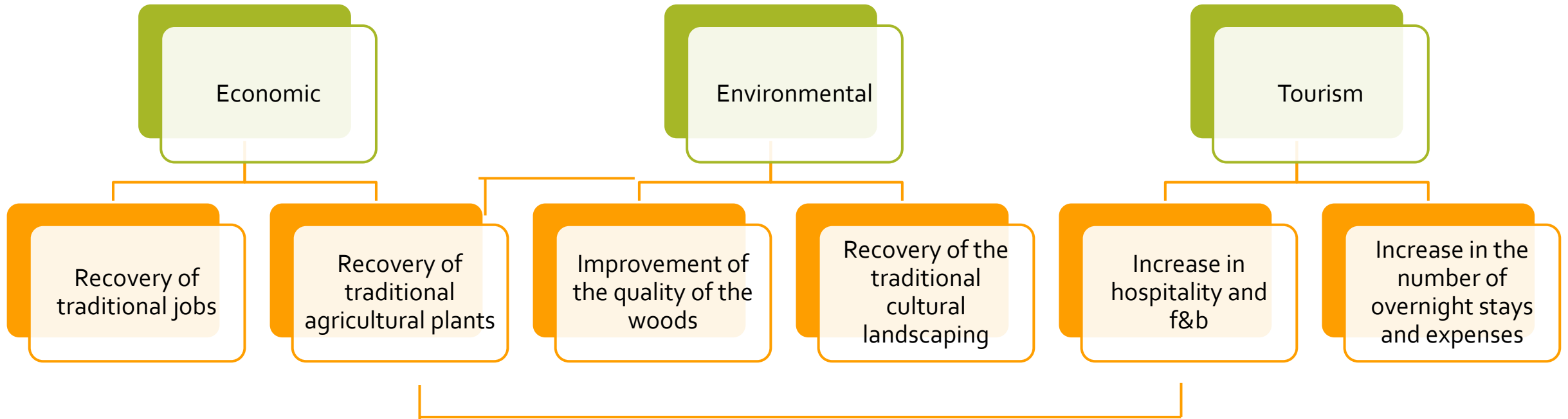
Recovery of
traditional
agricultural plants

Improvement of
the quality of the
woods

Recovery of the
traditional
cultural
landscaping

Increase in
hospitality and
f&b

Increase in the
number of
overnight stays
and expenses



And to rethink the
managing process
overall

Assumptions:

Ideas

Suggestions

Outline of the objectives

Definition of the governance and of the
working team

Hypotesis of the multidisciplinary
interconnections

Sketch of the impacts

Reason why UVP

Outputs

Governance

Mission

Budget

Feasibility

Analysis of the context : PEST/L/C/R...
Analysis of the Stakeholders

Analysis of the risks
Analysis of the Strengths / Weaknesses –
Opportunities / Threads

Costs analysis
Revenues analysis

Outputs
Operative budget
WSB
Gantt Chart
(Customer)'s journey

