REDERA+ Revitalization and enterpreneurship for deprived rural areas in Europe

CRITERIA FOR THE SELECTION OF GOOD PRACTICES

1.Name of the practice:

Designing policies for rural areas: the case of Ostana, in province of Cuneo

2. Objectives and challenges tackled, according to RedEra Application Form (between 500 – 1000 characters)

- ✓ Demographic, economic and cultural revitalization of a depopulating rural area
- ✓ Empowerment of the local community
- ✓ Intergenerational and intercultural integration, and between cities and rural areas
- ✓ Landscape enhancement. Sustainability and environmental issues.
- ✓ Revitalization of local cultural heritage

3. Brief description of the practice (between 400 and 600 characters)

This case study (Ostana, in Western Alps, Piedmont region) deals with the issue of village regeneration through a holistic approach. In the last century there has been a strong depopulation process, passing from 1,200 inhabitants in 1921 to 5 in 1985. Since then, an innovative repopulation process has been activated and today Ostana counts 50 inhabitants and in summer it hosts about 400-500 tourists. This process has been promoted by a visionary local administration and its Mayor in a continuous public-private cooperation. At the beginning the vision were based on three main factors: natural environment, alpine architecture and cultural heritage. Since 2000's the initiative has become more complex and holistic and has been opening to the outside, creating new networks and attracting people and new economic, cultural ed educational activities, included a video-making school and an interdisciplinary research lab.

4. Among the following descriptions, which one will fit best to the practice?

A) It is a practice developed:

- ✓ In a rural area (according to inhabitants, evolution of population, economic sectors…)
- ☐ In an urban environment but with an impact in surrounding rural areas
- ☐ Sectorial
- ☐ Other

Comments (between 450 and 600 characters)

The practice is located in a mountain area.

B) Target public of the practice

- ✓ Young people, in general
- ✓ Young people at work
- ☐ Unemployed young people

- ☐ Workers
- ☐ Unemployed people, in general
- ☐ Long term unemployed people
- ☐ Specific groups
- ✓ Other: the whole local community; students; researchers; video-makers; refugees; tourists; new potential workers/inhabitants, etc.

C) Transferability of the practice:

- ☐ Very high
- ☐ High
- ☐ Low

D) Which is the source of this practice?

- ☐ Private initiative
- ☐ Public initiative
- ✓ Collective initiative

E) Agents involved

- ✓ Local administration
- ☐ Regional administration
- ✓ Companies
- ☐ Employers' associations
- ☐ Unions
- ✓ Civil Society Organizations (CSO)
- ✓ Other: Universities; Regional Monviso Park

F) What kind of role do the agents indicated in the previous question play?

- ✓ Funders
- ✓ Stakeholders
- ✓ Companies that take part in the offer of practices for young people

G) Sustainability of the practice (environmental, social and economic)

Holistic approach, multidimensional and multi-actor initiative, good integration of economic, social and educational activities.
As for environmental sustainability: architectural recovery of existing heritage, environmental friendly; promotion of a slow and sustainable tourism.
As for social sustainability: collective project, active engagement and empowerment of the community; presence of a community cooperative; intergenerational exchange.
As for economic sustainability: strong public-private cooperation, active fundraising.

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H) How is the gender approach considered in the practice?

- ☐ It fosters the participation of women through positive measures due to the lack of female participation in the sector.
- ✓ Participants are gender balanced.
- ☐ More women taking part for any other reason.

I) Is it an inclusive practice?

Yes, it is because it gathers people with different background and skills. There is intergenerational and multicultural interaction. It is based on a community approach and it is a collective project, open to other territories and people.

5. Please, highlight some of the main results obtained to date.

The population increased from 5 to 50 inhabitants between 1985 and 2020. A relevant architectural recovery project on the existing heritage has been realized. From an environmental point of view, ancient tracks have been recovered and tourism and hospitality have been revitalized. As for education, some interesting institutes have been attracted: a video-making school, an interdisciplinary research institute on sustainability and eco-design, an inter-university centre. Networks are constantly evolving, from local to international level: for instance, Ostana is one of the *Most Beautiful Villages of Italy* and, since 2021, the first Italian village included in the *Smart Rural Areas 21* network.