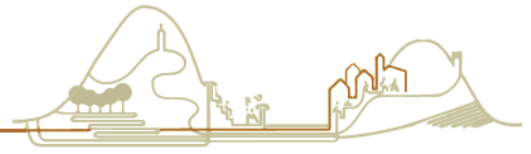


RESILIENCE
FOR RURAL REGENERATION



RURITAGE
Appignano del
Tronto
Heritage-led
regeneration
plan

1. Summary of co-development phase

During the co-development phase, a series of activities and event have been carried out between June 2018 and December 2019. The action plan of Appignano del Tronto is the result of the needs, the ideas and the collaboration with local stakeholders and is based on the baseline data collected in WP1.

The following images presented the whole process that took place during the co-development phase.

The plan will be implemented from February 2020 to May 2022 (M21 – M48).

Pre-Launch Event: 13.04.2019



Video Shooting with BORGHI d'Italia Tour Network: 3-5 May 2019



During the video shooting days at Appignano del Tronto BORGHI d'Italia tour Network visited some places interviewing local artisans and farmer in order to make a short video on cultural and natural heritage of Appignano.

Serious Game Workshop: 11.05.2019

11 people participated at the Appignano del Tronto Serious Games workshop. The serious game has been an interesting way for them to better understand the dynamics and interdependence of the local development and to have an overview of local challenges.

Learning Visit: Crete 30, 31 May and 1 June 2019

Lesson learned from the Learning visit: a) how to transform a problem (natural disaster) in an opportunity; b) how to increase awareness about natural disasters; c) how to organize educational activities for preventing earthquake and natural risks; d) how to network local stakeholders for developing rural areas; e) how to find European funds for developing rural areas;

Launch Event: 16.06.2019



155 people attended the Rural HUB inauguration at Appignano del Tronto. They had the possibility to understand Ruritage Ruritage project through something tangible: the new RURAL HUB that is a place to organize, in addition to Ruritage activities, any kind of community event.

Participatory Workshop: 15.07.2019



Thanks to the Participatory Workshops 16 local stakeholders had the possibility to select Model Actions from Ruritage Rule model in order to implement it at Appignano del Tronto people

One-to-one meeting with stakeholders



From February and December 2019, 10 one-to-one meeting have been carried out with local stakeholders.

Through the interviews we had the possibly to better explain Ruritage project and, at the same time, to gather some specific needs from stakeholders.

Business Model Workshop: 14.09.2019



14 people participated to the Business Model Workshop. The workshop experience encouraged stakeholder creativity and the emergence of new ideas useful to design activities for the action plan.

Mentoring visit: 31 October and 1, 2 November 2019



Thanks to the mentoring visit at Appignano del Tronto of Katla UNESCO Global Geopark and Psiloritis UNESCO Geopart, with the scientific support of UNESCO as KFP, we learned a lot about resilience issues and how to better include some actions (resilience toolkit, resilience trainings) in our heritage-led regeneration plan.

Roundtables with stakeholders: 13 and 16 November, 16 December 2019



Through the roundtables with stakeholders (first with scientific partners, second with local companies and last with cultural associations) we finalised the action plan and stakeholders role in it.

4. The Rural Heritage Hub

Appignano del Tronto Rural Heritage Hub (RHH) is located in a building that once was a nursery school. In the last few years, a part was renovated and used as an auditorium. This year, thanks to Ruritage funds, we restored the other side that became our RHH. We have designed an open space, without barriers or chairs, to facilitate the exchange of opinions and to make it accessible to all..

There is a main room of about 50 square meters, equipped with video projector and sound system.

There are no architectural barriers, every space is accessible for disabled people.

Tables can be composed in different shapes to facilitate workshop, training, internal meetings, etc.



5. Heritage-led regeneration plan

5.1 Background information

Appignano del Tronto is a village with 1728 inhabitants located in the south of Marche Region, in the Tronto River basin, at an altitude of about 194 m a.s.l. The context of Marche region is a rural context. Historically the region was known before the unification of Italy (1861) as «The granary of the pope State». The territory is mostly hilly, with several little rivers that have a principal flow from NW to SE and confluent in the Tronto river. The village is situated at about 20 km from the Adriatic Sea coast (west side) and about 35 km from the Sibillini Mountains (watershed between Adriatic and Tyrrhenian basins). The vegetation is characterized by the prevalence of deciduous trees (oak, poplars in the most humid areas) while the most frequent crops are the vineyards and the olive trees. The climate is temperate, sub-humid with a fresh winter, very hot summer and variables intermediate seasons. The annual average temperature is about 13,5 degrees while the total precipitations are about 750 mm, with a sub-littoral Adriatic regime (maximum in autumn, not strong minimum in summer). According with Köppen-Geiger classification, the type is Cfa- temperature of the hottest month about 23° C.

The social and economic context of the area presents 7 fundamental characteristics: a) a trend towards depopulation that have been intensified because the earthquake of 2016 and 2017; b) a trend towards deindustrialization that have been intensified because the European economic crisis from 2008 to 2013; c) an economic tissue of SME and Micro-companies (especially farms) that are mostly family businesses; d) the ageing population; e) an unemployment rate that is 15% at Appignano del Tronto [Marche region 10,6% and Europe 7% in 2018]; f) a poverty rate that is 10% of the local population [Marche region 8,8% and Europe 6,2% in 2018]; g) a lack of entrepreneurial skills. With regard to municipality, Appignano del Tronto has been governed by female mayors for the last 15 years. In Italy this is surely something very rare. For many years has been the only town in the province of Ascoli Piceno, and one of a few in our region, to be governed by a Lady mayor.

Concerning Natural and Cultural heritage the area is rich of tangible and intangible elements. Appignano del Tronto has a Medieval old town, 6 churches, 3 churches ruins, traditional local foods, organic oil and cheese

production, cultural events and festivals. About Natural Heritage the typical hilly landscape of Marche region and Grey-blue Badlands (Calanchi grigio-azzurri)

The reference SIA – my starting point

RESILIENCE FOR RURAL REGENERATION



Appignano del Tronto is a territory at high risk of earthquakes. In the last centuries it was seriously damaged after the earthquakes in 1943, 1972, 1997 and 2009. The seismic crisis of central Italy started on 24th August 2016 (with an earthquake with a magnitude of 6.5 on 30th October 2016) caused several damages to the public and private heritage and to the viability (200 buildings were condemned, 2 churches were closed, the town hall was damaged, a big landslide caused by the earthquake blocks the main entrance to historic centre).

Also, the earthquake caused a psychological destabilization of people, children and adults. The feeling of uncertainty has come from a seismic sequence of 4 main shocks in a few months (magnitude 6.0 on 24th August 2016, magnitudes 5.4 and 5.9, 26th October 2016, magnitude 6.5 on 30th October 2016, 4 shocks of magnitude 5.4 on 18th January 2017). Moreover, on 18th January and extraordinary snowfall and an electrical blackout which lasted more than one week occurred.

After these unluckily events, it was clear that people need to recreate buildings and feelings. The psychological wellbeing of all people who experienced the tremendous earthquake will require the use of essential resources. Community and individual resilience must be improved.

Increasing the resilience of a territory means taking action to increase its ability to resist and react to natural disasters. Leveraging resilience in the case of social phenomena such as unemployment or poverty implies helping individual and collective subjects to better face life's adversities. In this perspective, the resilience approach adopted by Appignano del Tronto in the suit of the Ruritage project wants to be inclusive, that is, capable of working on strengthening the resilience capacity of the territory and its community by acting on several fronts.



Through a holistic approach made of interventions through technological infrastructures, support to sustainable development and farmers through data monitoring, training activities aimed at citizens and professionals, the actions of the action plan are

intended not only to strengthen the absorption capacity and to "restart" the community of Appignano del Tronto but also to transform a problem - the seismicity of the territory and the traumatic experience of the

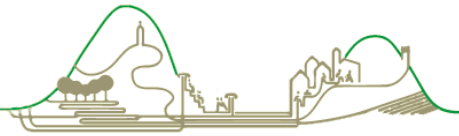
earthquake - into an opportunity to regenerate the territory

The actions foreseen aim to increase resilience, directly or indirectly, in different meanings (A1, A2, A4, A5, A6, A10, A12).



5.1.1 Other relevant SIAs

LANDSCAPE FOR RURAL REGENERATION

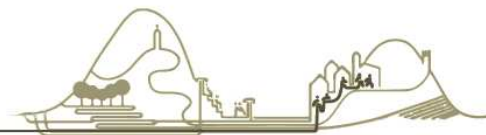


The territory of Appignano is well known from the Middle Age for its hydrogeological vulnerability. Numerous landslides reshaped the historical centre during the years.



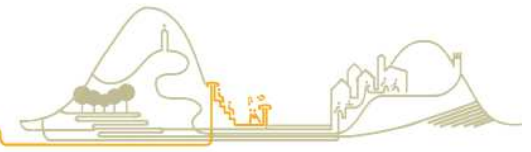
The Prickly “calanchi” (badlands) mark out the territory and threaten viability and buildings. These natural landscapes are incredibly beautiful, and they are different in shapes and colours, depending on seasons. These generated from the action of weather conditions: sun, ice, rain and wind. The rainfall is currently changing. So, it is necessary to monitor the site in order to establish dangerous situations and save lives and buildings. The unique landscape needs to be valued and promoted because its beauty is incomparable. There is a centre of documentation of landslides and badlands whose activities need to be improved and increased. (A3, A4, A5, A6, A8, A9, A10, A12)

MIGRATION FOR RURAL REGENERATION



In Appignano del Tronto there was a refugee first reception centre which hosted 25 asylum seekers. They are not included in any integration programme, which can help them to know the local territory to establish relationships with local labour market to integrate them in the local community. Through the action plan, they will be involved in two different activities (A3, A11).

ART & FESTIVAL FOR RURAL REGENERATION



In Appignano del Tronto there are several associations active on the territory: “Pro loco Appignano Del Tronto”, “Corpo Bandistico Città di Appignano Del Tronto”, “Centro studi Francesco D’Appignano”, the oratory “I discepoli di Emmaus” and the cultural association “Frammenti”. Most of them work in cooperation with the Municipality of Appignano del Tronto to organize social, cultural and artistic events, such as: the international festival of short movies, international conference “Francesco D’Appignano”, theatre courses for adults and children, the annual dinner “Riappignano” to gather people from Appignano who live somewhere else, popular games between quarters, rock, folk and symphonic music concerts.

A famous event is the “Processione dell’anno vecchio” which takes place on 31st December. It is a typical event in Appignano dating back to the end of the XVII century to celebrate the end of the last year and the beginning of the new one. Sacred and profane join in a singular and goliardic funeral procession composed of freakish characters in grotesque costumes which represents the months of the year.



Each event needs to be innovated, to be promoted and to improve in the contents in order to attract tourists and visitors and contribute to support the territory. Through the action plan the aim is to internationalize Appignano Rural Festival and to network cultural events with others local and neighbours’ activities (A7, A8).

FOOD FOR RURAL REGENERATION

The village is rich of agricultural products of high quality such as olive oil, wine, saffron, DOP olive "Ascolana Tenera", stuffed olive from Ascoli Piceno, cheeses, sweet and salted typical baked products such as "piconi" and "pizza al formaggio", which are special cheese breads, "maritozzi", which are sweet buns, Eastern anise donuts, "frsting", a typical Christmas cake and cured meat products.

However, a connection between producers and consumers does not exist and these food products are not promoted. Innovations, sustainability of the supply and demand mechanism, partnership with local event organizations are missing at the moment. Also, there are no educational programs (for example food education) for children at school. Different actions are foreseen to boost innovation, networking, entrepreneurial skills and more (A2, A3, A6, A8, A9, A11).



PILGRIMAGE FOR RURAL REGENERATION

Since the two main city's Churches of San Giovanni Battista and San Michele Arcangelo have been seriously damaged during the 2016 earthquake and need a deep restoration before their re-opening, pilgrims coming to Appignano del Tronto can only visit the Church of the Madonna del Piano Santo. The religious building complex was made up by Mother Maria Giacobetti and the private Church of San Vincenzo Ferreri. Despite of the rich cultural and religious heritage, there are no hostels for pilgrims in the territory. A place would be useful for pilgrims to be hosted, even for just one night. Pilgrims need to visit and know local producers, farmers and artisans. For this reason, it is important to create new paths (The path of the Blue-Grey Badlands) and networks

Il Cammino dei Calanchi Grigio Azzurri The Path of the Blue-Grey Badlands



supported by ICT making trips and visits more interactive. The private Church of San Vincenzo is not open every day and it is not part of any programme. It would be nice to include it in a programme of daily trips and tours since it stands in a scenic perspective at the basis of Ascensione Mount allowing a beautiful view over the Badlands. (A9).

5.1.2 My baseline

The Baseline is the starting situation against which to evaluate the obtained results that, in the case of Appignano del Tronto, is 36% as the level of development.



This result represents an average outcome value of the evaluation of 6 different types of capital (Social, Cultural, Built, Financial, Human and Natural). In this context, while the values relating to Cultural, Social and Human Capital are all above the average (36%) placing themselves in a fork ranging from 39% (Social) to 53% (Capital) passing through 45% (Human), the other three are all below: Builly Capital (28%), Financial Capital (30%) and Natural Capital (19%). A comparative approach with other Ruritage replicators offers further reading elements:

	Cultural Capital	Natural Capital	Built Capital	Social Capital	Human Capital	Financial Capital
1	Magma - Norvegia (57)	Kibla - Slovenia (42)	Kibla - Slovenia (59)	Kibla - Slovenia (47)	Appignano del Tronto - Italia (45)	Kibla - Slovenia (53)
2	Appignano del Tronto (53)	Magma - Norvegia (40)	Karavanche - Austria (50)	Appignano del Tronto - Italia (39)	Karavanche - Austria (42)	Karavanche - Austria (37)
3	Izmir - Turchia (50)	Izmir - Turchia (34)	Magma - Norvegia (47)	Karavanche - Austria (25)	Kibla - Slovenia (32)	Izmir - Turchia (33)
4	Kibla - Slovenia (47)	Karavanche - Austria (26)	Izmir - Turchia (33)	Magma - Norvegia (13)	Magma - Norvegia (27)	Appignano del Tronto - Italia (30)
5	Karavanche - Austria (39)	Appignano del Tronto - Italia (19)	Appignano del Tronto - Italia (19)	Izmir - Turchia (8)	Izmir - Turchia (17)	Bergstrasse - Germania (30)
6	Bergstrasse - Germania (11)	Bergstrasse - Germania (6)	Bergstrasse - Germania (10)	Bergstrasse - Germania (3)	Bergstrasse - Germania (16)	Magma - Norvegia (28)

Going more in deep into the six different types of capitals:

Cultural Capital (CC): Considering its small dimension and Earthquake damages (CC6), Appignano del Tronto has a relevant number of action and cultural events produced by citizens at local level (CC1) and people reached by it (CC2). Even the level of accessibility of sites by people with disabilities is higher (CC5). The weaknesses related to the Cultural Capital is the lack of local public transport services (CC3, CC4) and policies to promote it (CC9, CC10).

Natural Capital (NC): The Natural Capital of Appignano del Tronto has a great potential thanks to a combination of a typical landscape of Marche region («rolling hills in hall shades of green, medioeval hilltop towns, tiny villages») and the local calanchi grigio-azzurri (blue-gray Badlands). Despite this, there are not area designed or covered as “protected areas” with high environmental value (NC2). There are not companies with sustainability certification or green tourism packages (NC3, NC4).

Built Capital (BC): With Natural Capital, Built capital is the other weakness for Appignano. In the last years, the number of local restaurants (BC3) and beds (BC2) decreased because the economic crises and 2016/2017

earthquake but these number are not so bad for a small community. On the other site, there is only one hotspot (BC1) and a completely lack of cycle and pedestrian paths (BC4, BC5).

Social Capital (SC): Social Capital is a point of strength for Appignano del Tronto that is in a regional context where, historically, social capital is one of the highest in Italy. This explain why there are a god level of number of citizens ' engagement activities and participation (SC1, SC2), formal and informal voluntary activities or active citizenship (SC4). Nevertheless, some of field of activity need to be boost such us for example projects addressing migrants (SC8) and disadvantages people (SC5).

Human Capital (HC): In terms of Human Capital, the baseline data shows a kind of polarization because the baseline shows a good number of recreational facilities/events (HC1), people trained in specific SIA (HC6) or involved in professional management training course (SC7) but there are not students involved in internship (HC4), or migrants who attends educational-training courses (HC2).

Financial Capital (FC): the financial capital represents another point of weakness of Appignano. Weakness especially in terms of lack of start-up companies (FC5), lack of innovation processes in business (FC6), low level of partnership with public and private sector (FC3) and an higher level of unemployment rate, also considering the Italian and the regional context (FC4).

5.1.3 My main challenges

The 2016/2017 Earthquake in Central-Italy damaged 300 buildings and forced to move more than 150 inhabitants. Thanks to foreseeing local public policies such as a detailed emergency management and a process of renovation of public buildings such as the local school, the municipality of Appignano del Tronto could manage effectively the post-Earthquake emergency phase. Despite this, the municipality had to face a series of challenges: a) the lack of scientific data monitoring of seismic activity; b) the management of the psychological impact of the earthquake c) the lack of training in resilience in the Appignano population; d) the problems connected with the reconstruction phase, especially administrative issues and slow procedures; e) the problems connected to the lack of resilience and climate change especially for farmers; f) more generally, how to transform a problem such us Earthquake in an opportunity for local development.

Challenge 1 (C1): Resilience challenge: lack of scientific data monitoring, boost training, to convert a problem in an opportunity.

- the lack of scientific data monitoring of seismic activity;
- the management of the psychological impact of the earthquake
- the lack of training in resilience in the Appignano population;
- the lack of resilience and climate change especially for farmers;

The great recession that has hit western countries since 2008 has grafted onto a socio-economic reality already in danger due to a long period of de-industrialization. This led to various socio. Economic, environmental and cultural challenges: a) an unemployment rate of 15%, a poverty rate of 10%, depopulation and unemployment; b) a socio-economic tissue of micro and family companies that, due to the small size, have difficulties to invest in innovation projects, to train staff, to gather financial capital needed to implement the business; d) a low attitude to entrepreneurship and a lack of managerial skills; e) in a touristic region rich of Cultural and Natural Heritage such as Marche is, Appignano del Tronto do not have some distinctive elements to promote itself effectively;

Challenge 2 (C2): Societal challenge: ageing of population, depopulation, unemployment, poverty, to foster social cohesion.

- almost 30% of the population of the region is over 65 years old;
- in the last 15 years Appignano del Tronto lost about 12% of the population;
- 15% of the population are unemployed;
- 10% of the population are in poverty condition.

Challenge 3 (C3). Economic challenge: lack of innovation, entrepreneurial skills, competitiveness, investments.

- there aren't start-up companies at Appignano
- low level of innovation projects in local companies
- lack of managerial and entrepreneurial skills in local companies
- no private investments

Challenge 4 (C4): Cultural and Environmental challenge: to protect and promote Cultural and Natural Tangible and Intangible Heritage

- no natural parks at Appignano del Tronto
- lack of Cultural and Natural Heritage promotion
- lack of Cultural and Natural Heritage networking
- lack of Cultural and Natural Intangible Heritage identification

Challenge 5 (C5): Communication and branding challenge: To boost tourism and attractivity

- no distinctive element has been found for tourist's attraction
- no local expertise to develop destination management
- no communication strategies for Cultural and Natural Heritage
- no storytelling strategies

5.2 Action Plan overall objectives

The overall objective is to boost resilience through Cultural and Natural Heritage with an holistic approach. The general objective of Appignano del Tronto is to become a more safe and competitive community through the leverage of Cultural and Natural heritage and SIA. Through an holistic approach providing technological infrastructures, scientific data monitoring, awareness about natural hazard, training activities, innovation and knowledge transfer to local companies and more, Appignano want to become a more resilient community. Not only in terms of strengthening its capacity to recovery and rebound after disasters or economic crisis but, more generally, a community able to transform a problem - the seismicity of the territory and the traumatic experience of the earthquake - into an opportunity to regenerate the territory.

The action plan – with its 12 actions to implement focusing on the six different SIA and Cultural and Natural heritage distinctive elements of Appignano del Tronto – is the instrument to achieve the general objective. If general objectives describes what is the Appignano del Tronto expectation in general terms, the specific objectives listed below identifies in details, with the specific reference to challenges and actions foreseen, the aims of the Action Plan.

Specific objectives

Objective 1 (O1): To boost resilience and to transform natural hazards in an opportunity of development. The objective is to provide tolls, training and capacity building activities to increase local resilience and to make it an opportunity for rural regeneration.

Action/s foreseen: Action 1,2,3,4,5

Objective 2 (O2): To strengthen resilience for environmental sustainability. The objective is to increase resilience to strength the capacity of community and farmers to face natural risks and hazards as a consequence of climate change.

Linked with challenge/s Cx: C1, C4

Action/s foreseen: Action 2. Title: Natural Heritage: awareness raising, capacity building and training activities for sustainable local food production

Objective 3 (O3): To communicate more effectively Cultural and Natural Heritage. Cultural and Natural tangible and intangible heritage of Appignano del Tronto needs to be communicate in more effective and narrative way.

Linked with challenge/s Cx: C4, C5

Action/s foreseen: Action 6 Title: RURITAGE Stories.

Objective 5 (O5): To increase the touristic attractiveness of Appignano del Tronto. The objective is to foster skills, knowledge and synergies of local stakeholders involved in tourism sector.

Linked with challenge/s Cx: C3, C4, C5

Action/s foreseen: Action 7. Title: RURITAGE Art Festival; Action 8. Title: Creation of an integrated green pack based on Nature and Cultural Heritage products, paths and sites; Action 9. Title: Natural Heritage: pact of the blue grey Badlands.

Objective 6 (O6): To foster economic competitiveness of local companies. The objective is to foster economic competitiveness of local companies through training in different fields such as business administration, English language, service design etc.

Linked with challenge/s Cx: C3, C5

Action/s foreseen: Action 3. Title: CAPACITY BUILDING AND TRAINING ACTIVITIES FOR LOCAL COMPANIES' THROUGH ENHANCEMENT OF CULTURAL AND NATURAL HERITAGE; Action 8. Creation of an integrated green pack based on Nature and Cultural Heritage products, paths and sites. Action 10. Title: Definition of measures to incentive private investments at Appignano del Tronto with the aim of long-term sustainability of resilience and Cultural and Natural Heritage.

Objective 7 (O7): To foster social cohesion. The objective is to increase social cohesion through activities able to involve migrants, people with disabilities and, more generally, disadvantage people.

Linked with challenge/s Cx: C2

Action/s foreseen: Action 12 Title: Community event for dissemination. Action 11 Preserving old traditions integrating migrants

Operational programme for the implementation of the action plan

This section is dedicated to draft the operational programme for the implementation of the actions of the heritage-led regeneration strategies. The operational programme contains one detailed factsheet for each action.

CNH-led rural regeneration is adopted, locals and local actors are taken into account as main stakeholders while the action plan is being prepared. The Methodology of the RURITAGE project contains participatory approaches and tools for co-creation processes towards enhancing CNH. After a series of workshops, lessons learnt from Role Models of the RURITAGE project and also round-table meetings with stakeholders, actions of heritage-led regeneration plan are identified to foster rural development, enhance its CNH and empower rural communities.

No	Action	SIA	Challenge(s)	Objective(s)
1	Natural Heritage: awareness raising, Capacity building and training activities for resilience	Resilience	C1	O1
2	Natural Heritage: awareness raising, capacity building and training activities for sustainable local food production	Resilience, Local food	C1, C4	O2
3	CAPACITY BUILDING AND TRAINING ACTIVITIES FOR LOCAL COMPANIES' THROUGH ENHANCEMENT OF CULTURAL AND NATURAL HERITAGE	Landscape, Migrants, Local Food	C3	O6
4	Development of toolkit for resilient citizens	Resilience	C1	O1
5	Appignano HUB for Community Resilience, Training and Education	Resilience, landscape	C1, C2, C3, C4	O4
6	RURITAGE Stories	Landscape, Resilience, Local food	C4, C5	O3
7	RURITAGE Art festival	Art & Festival	C5	O5
8	Creation of an integrated green pack based on Nature and Cultural Heritage products, paths and sites	Landscape, Local food, Art & Festival	C3, C5	O5, O6
9	Natural Heritage: pact of the blue grey Badlands	Landscape, local food, Pilgrimage	C3, C4, C5	O5
10	Definition of measures to incentive private investments at Appignano del Tronto with the aim of long-term sustainability of resilience and Cultural and Natural Heritage	Resilience, Landscape	C3	O6
11	PRESERVING OLD TRADITIONS integrating MIGRANTS	Migrants, Local food	C2	O4
12	Community event for dissemination	Resilience, Landscape	C2	O7

Action 3	
Title of the action	NATURAL HERITAGE: AWARENESS RAISING, CAPACITY BUILDING AND TRAINING ACTIVITIES FOR RESILIENCE
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	RM 9-1 Organizing training, also using informal education methodology, to improve the resilience of local people
Useful lesson/s Learned (code and name)	LL04 Build sense of belonging, individual and community self-confidence and increased autonomy for promotion, safeguarding, management and well-being LL35 Training on digital technologies LL18 Implementation of participatory approach and involvement of local people, including private owners, from early stage
Responsible person	Antonella D'Angelo
Relevant RM/KFP involved	RM9-RM10-Unesco
Brief description of the action	The aim of the action is to improve community resilience through training activities with different target. This action will allow to increase the resilience of the community through the development of a renewed knowledge of the territory, in its peculiar landscapes and geology.
Objective and target of the action (by the end of the project)	<p>In the general context of strengthen resilience at Appignano Del Tronto (citizens toolkit, innovative technologies etc), this action will focus on the Knowledge transfer through training activities.</p> <p>The target audiences of the action are the follow:</p> <ul style="list-style-type: none"> • Local school students. Quantitative target: 150 people. Qualitative target: awareness about emergency procedures and base knowledge about natural risks and hazards • Elderly people. Quantitative target: 80 people. Qualitative target: awareness about emergency procedures and prevention of psychological impacts of natural hazards • Citizens. Quantitative target: 100 people. Qualitative target: awareness about emergency procedures and natural hazards and risks. • Professionals (engineers, geologists) : 150 people
Specific activities	<ul style="list-style-type: none"> • Training for local school students <ul style="list-style-type: none"> ○ Two courses (one per school year) for kindergarten children- duration of the course: 2 meetings 1h and half each-at the end final certificate of resilient child ○ Two courses (one per school year) for primary school students- duration of the course: 3 meetings 2 hours each- at the end final certificate of resilient student ○ Two courses (one per school year) for secondary school students- duration of the course: 3 meeting 2 hours each- at the end final certificate of resilient student • Awareness Training activities for elderly people <ul style="list-style-type: none"> ○ Four event organized in collaboration with local elderly club. Each event will be divided into two parts-first part vision of a film, documentary etc about natural risks and hazards-second part: discussion with an expert • Capacity building activities for adults about knowledge of the territory and civil protection plans

	<ul style="list-style-type: none"> ○ two events to increase the knowledge of the territory (the first about history of the landscape and geology, the second about the ruritage resilience stories and about earthquake experience) ○ two events to explain the technical sites of civil protection plans (one about hydro geological risks, one about seismic risks) • Training for engineers and geologists: engineers, geologists with training credits <ul style="list-style-type: none"> ○ Two events; the first dedicated to local seismic response, using measurements recorded by local seismograph- the second dedicated to hydro geological risks, using local weather stations
Monitoring plan and indicators	<p>CC-02 Increment in number of mentions of CNH in social media, media, press, etc. CC-05 Number of posts mentioning RURITAGE at local level CC-07 Number of people reached by actions and cultural events produced by citizens at local level</p> <p>SC-01 Number of citizens engagement activities SC-02 Number of participants in citizens engagement activities SC-03 Number per type of stakeholder involved (according to the ones defined in D.3.1) SC-04 Number of local associations involved SC-10 Number of disadvantaged people engaged (elderly, migrants, unemployed)</p> <p>New indicator: Number of people trained Monitoring timeline: each six months</p>
Capital involved	<p>Social capital Cultural capital</p>
Main stakeholders involved and their roles and contribution	<p>INGV- human capital Unicam-geology division-School of science and technology- human capital Regione Marche-Ufficio speciale per la ricostruzione- human capital Federazione regionale ordine ingegneri Marche Ordine regionale geologi Marche Circolo una nuova primavera</p>
Beneficiaries	<p>The whole community of Appignano del Tronto, including vulnerable groups.</p>
Formal partnership established (PPP, voluntary agreement, etc.)	<p>Six formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)</p>
Timeframe	<p>Start of the action: January 2020 – end of the action March 2022</p>
Indicative costs	<p>€ 10.000,00</p>
Indicative funding sources	<p>Ruritage budget</p>
Sustainability of the action	<p>If the training courses will be effective, local stakeholders and municipality will make the experience permanent.</p>

	Action 2
Title of the action	NATURAL HERITAGE: AWARENESS RAISING, CAPACITY BUILDING AND TRAINING ACTIVITIES FOR SUSTAINABLE LOCAL FOOD PRODUCTION
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	RM3-1 Support local farmers and producers in innovation projects RM15-8 Development of multifunctional farms
Useful lesson/s Learned (code and name)	LL01 Adapt agricultural techniques to climate change LL37. Engage knowledge partners (universities, research center, etc.) in the process
Responsible person	Antonella D'Angelo- Massimiliano Fazzini
Relevant RM/KFP involved	RM3-RM15-Unesco
Brief description of the action	The aim of the action is to improve community resilience through training activities and capacity building related to climate change adaptation, particularly in agriculture. This action will support sustainable local food production through the knowledge of the territory, in its particular environmental conditions.
Objective and target of the action (by the end of the project)	<p>In the general context of strengthen resilience at Appignano Del Tronto (citizens toolkit, innovative technologies etc.), this action will focus on citizens and farmers capacity building about climate change and extremisation.</p> <p>The target audiences of the action are the follow:</p> <ul style="list-style-type: none"> • Local school students (from 10 to 14 years old). Quantitative target: 40 people. Qualitative target: awareness about base knowledge and correct behaviors about climate change and consequently hydrogeological hazards and risks through local meteo-climatic database. • Elderly people. Quantitative target: 30 people. Qualitative target: awareness about correct behaviors relative to climate change and prevention of psychological impacts of natural hazards through local meteo-climatic database • Citizens. Quantitative target: 100 people. Qualitative target: awareness about correct behaviors about climate change and consequently hydrogeological hazards and risks through local meteo-climatic database. • Farmers quantitative target: 20 people- Qualitative target: awareness about correct behaviors about climate extreme and soil erosion through local meteo-climatic database applied to sustainable food cultivation • Professionals (engineers, geologists) : 100 people Qualitative target: application of local data in environmental planning
Specific activities	<ul style="list-style-type: none"> • Automatic control about activities of local weather station network • Implementation of digital platform to collect data from different sources available in our field (seismograph, weather stations...) • Implementation of a specific web application to show the dataset • Organization of one field trip for local school students from 10 to 14 years old • Training for engineers and geologists: organization of one public event open to professionals to explain the application of local data in environmental planning • Drafting of a monthly report that analyzes the local weather climate conditions, published on the municipality's website, Ruritage section • Drafting of an annual report that assesses the effects of climate change in the area and publication on the institution's website, Ruritage section • Special issue of probabilistic weather forecast before and during severe weather addressed to all population (heatwaves, strong thunderstorm, downburst, heavy snowfall...). During severe weather, every 24 hours will be drawn up and published on the website of the Municipality-Ruritage section and on the Facebook page a

	<p>special bulletin that contains weather forecast and includes guidance on appropriate behavior of the population (i.e. Do not go out in the hottest hours of the day..). In this way, through the Facebook page and the official website, we inform common citizens. This bulletin will be sent via WhatsApp to the president of the elderly Circle “La Nuova Primavera” and widespread in the WhatsApp group of all members</p> <ul style="list-style-type: none"> • Dedicated issue of probabilistic weather forecast linked to local cultivation needs (dry timespan, late frost, hailstorms, heatwaves, strong thunderstorm, downburst, heavy snowfall)-During severe weather for cultivation needs, every 24 hours will be drawn up a special bulletin that contains weather forecast and includes guidance for cultivations. The municipality has the list of local farmers, involved in another project about climate change adaptation in agriculture. The bulletin will be widespread by WhatsApp to all farmers and published using common channels.
Monitoring plan and indicators	<p>CC-02 Increment in number of mentions of CNH in social media, media, press, etc. CC-05 Number of posts mentioning RURITAGE at local level CC-07 Number of people reached by actions and cultural events produced by citizens at local level SC-01 Number of citizens engagement activities SC-02 Number of participants in citizens engagement activities SC-03 Number per type of stakeholder involved (according to the ones defined in D.3.1) SC-04 Number of local associations involved SC-10 Number of disadvantaged people engaged (elderly, migrants, unemployed) HC-09 Number of publication as recommendation and guidelines provided</p> <p>New indicator: Number of people trained Number of people reached by dedicated issue of probabilistic forecast Monitoring timeline: each six months</p>
Capital involved	<p>Social capital Cultural capital</p>
Main stakeholders involved and their roles and contribution	<p>Unicam-geology division-School of science and technology- human capital Regione Marche Federazione regionale ordine ingegneri Marche Ordine regionale geologi Marche Circolo una nuova primavera</p>
Beneficiaries	<p>The whole community of Appignano del Tronto, including vulnerable groups.</p>
Formal partnership established (PPP, voluntary agreement, etc.)	<p>Five formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)</p>
Timeframe	<p>Start of the action: January 2020 – end of the action March 2022</p>
Indicative costs	<p>€ 5.000,00</p>
Indicative funding sources	<p>Ruritage budget</p>
Sustainability of the action	<p>If the training courses will be effective, local stakeholders and municipality will make the experience permanent.</p>

Action 3	
Title of the action	CAPACITY BUILDING AND TRAINING ACTIVITIES FOR LOCAL COMPANIES' THROUGH ENHANCEMENT OF CULTURAL AND NATURAL HERITAGE
Relevant SIA or SIAs	Local food, Landscape
Reference RM Action/s (code and name)	<p>RM 3-1 Support local farmers and producers in innovation projects</p> <p>RM 3-6 Social Innovation ideas</p> <p>RM 3-5 Promote the environmental sustainability of the agro-food production, packaging and selling</p> <p>RM 5-2 Capacity building activities: Training to migrants and residents related with organic farming, arts, built heritage restoration, traditional crafts and trades, etc.</p>
Useful lesson/s Learned (code and name)	<p>LL15 identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for local development</p> <p>LL17 Booster effective leadership, including through agencies, to promote and drive the actions, with strategic vision, enthusiasm and network of contacts</p>
Responsible person	Gianluca Vagnarelli
Relevant RM/KFP involved	<p>Savonia University</p> <p>APRE</p> <p>CARTIF</p>
Brief description of the action	The action consists in providing 2 guidelines/learning material and 9 training activities for stakeholders , especially local companies, in order to boost their capacities, abilities and skills in 5 different fields: a) Entrepreneurial skills; b) English skills; c) Social media and e-commerce skills; d) EU funds opportunities for SME; e) Service Design skills.
Objective and target of the action (by the end of the project)	<p>The main objective of the action is to boost the human and financial capital of Appignano del Tronto. As Ruritage baseline data shows, local companies need to be supported in in defining new business models and innovative processes of production and, more generally, creation of a more favourable pro-business environment.</p> <p>The target of the actions are:</p> <ul style="list-style-type: none"> • Companies. Quantitative target: 10 people. Qualitative target: awareness, knowledge and skills about entrepreneurship, business budget, e-commerce, English language, Service Design. • Associations. Quantitative target: 5 people. Qualitative target: awareness, knowledge and skills about entrepreneurship, English language. • Citizens. Quantitative target: 50 people. Qualitative target: awareness, knowledge and skills about English language. • Migrants or other vulnerable groups. Quantitative target: 5 people. Qualitative target: awareness, knowledge and skills about English language.
Specific activities	<p>a) training course for developing entrepreneurial skills: 8h training course on “An Introduction on How to manage companies and business budget” in 2020 and 8h training course on “An Introduction on How to manage companies and business budget” in 2021.</p> <p>c) training course to foster English skills: 25 hours of English Language Course (Beginner Level) in 2020 and 25 hours of English Language Course (Beginner Level) in 2021.</p> <p>c) training course on Social media and e-commerce skills: 4 hours training course on “Introduction to e-commerce opportunities for micro-companies” + 4 hours training course on “An introduction to Social media platforms” in 2020 and 4 hours training</p>

	<p>course on “Introduction to e-commerce opportunities for micro-companies” + 4 hours training course on “An introduction to Social media platforms” in 2021.</p> <p>e) training course on Service Design skills. 30 hours training course on “Build-up a Service Design team for Appignano del Tronto” in 2020.</p> <p>d) 1 guideline/learning material provided by Savonia University on “Innovation for SME”.</p> <p>e) 1 guideline/learning mater provided by APRE on “EU funds opportunities for SME”.</p>
<p>Monitoring plan and indicators</p>	<p>Quantitative indicators:</p> <p>Number of people trained (in specific SIA) [Human Capital]:</p> <p>Number of migrants involved in educational-training programs, over the total amount of migrants (tra 0 e 100) [Human Capital]:</p> <p>Number of people involved in professional management training course (e.g. summer school and master) [Human Capital]:</p> <p>Number of publications as recommendation and guidelines provided [Human Capital]:</p> <p>Number of companies supported in defining new business models and innovative processes of production [Financial Capital]:</p> <p>Number of people reached by Training material/Guidelines:</p> <p>Qualitative indicators:</p> <p>Evaluation questionnaire</p> <p>Focus group with local companies</p> <p>Modality to monitor activity:</p> <p>Appignano del Tronto detailed plan for monitoring Ruritage Activity</p> <p>Timeline of the monitoring:</p> <p>Every six months (starting from January 2020) + At the end of each single activity (questionnaire at the end of each training course etc.)</p>
<p>Capital involved</p>	<p>Financial Capital</p> <p>Human Capital</p> <p>Social capital</p>
<p>Main stakeholders involved and their roles and contribution</p>	<p>Conca d’Oro: Human Capital, Natural Capital. Role: course participant.</p> <p>Oleificio Stipa: Human Capital. Role: course participant.</p> <p>Pasticceria Oneiroi: Human Capital. Role: course participant.</p> <p>Azienda Agricola Valle San Martino: Human Capital, Natural Capital, Cultural Capital. Role: course participant.</p> <p>Azienda Agricola Biologica Mari Anna Maria: Human Capital, Natural Capital. Role: course participant.</p> <p>Pro-Loce: Human Capital. Role: course participant.</p> <p>Ristorante Santa Lucia: Cultural Capital. Role: course participant.</p> <p>Agriturismo “Il Gigante”: Natural Capital, Cultural Capital, Human Capital. Role: course participant.</p> <p>Alessi Ceramica: Cultural Capital. Role: course participant.</p> <p>Adesso Pasta di Cinzia Alessi: Cultural Capital, Human Capital. Role: course participant.</p> <p>Panificio Allevi Carolina: Cultural Capital, Human Capital. Role: course participant.</p>

Beneficiaries	The direct beneficiaries of the action are local companies, associations and, more generally, citizens of Appignano del Tronto. A special attention will be paid in order to involve in the activity migrants and vulnerable groups.
Formal partnership established (PPP, voluntary agreement, etc.)	
Timeframe	Start of the action: March 2020. End of the action: June 2021
Indicative costs	Euro 10.000
Indicative funding sources	Ruritage project
Sustainability of the action	The empowerment of the financial and human capital through training course and learning material will increase the level of sustainability of the action. Thanks to the knowledge, abilities and skills acquired during the activity, local stakeholders will improve their capacities permanently and for a long-term period that overcome Ruritage project.

Action 4	
Title of the action	DEVELOPMENT OF TOOLKIT FOR RESILIENT CITIZENS
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	RM 9-3 Development of toolkit for resilient citizens
Useful lesson/s Learned (code and name)	LL31. Improve resilience of natural and cultural environments against natural hazards LL02. Apply IT technologies for natural and cultural heritage promotion and safeguarding
Responsible person	Antonella D'Angelo
Relevant RM/KFP involved	RM9-RM10-Unesco
Brief description of the action	The aim of the action is to increase personal resilience of citizens in a small community providing a kit for each family
Objective and target of the action (by the end of the project)	In the general context of strengthen resilience at Appignano Del Tronto (citizens toolkit, innovative technologies etc), this action will focus on personal resilience of citizens and families, than can be increased providing and explaining an emergency toolkit. Target of the action: each Appignano family (700 families) A special toolkit will be developed for disabled people
Specific activities	<ul style="list-style-type: none"> • Standard Toolkit design by a scientific group of experts • Toolkit for disabled people design together with associations of disabled people • Purchase and delivery of the kit to each family (one-to-one delivery through municipal employees) • Toolkit explanation through public events
Monitoring plan and indicators	<p>????</p> <p><i>One report after the toolkit delivery</i></p>
Capital involved	Human capital Cultural capital
Main stakeholders involved and their roles and contribution	INGV- human capital Unicam-geology division-School of science and technology- human capital Regione Marche-Ufficio speciale per la ricostruzione- human capital Federazione regionale ordine ingegneri Marche Ordine regionale geologi Marche
Beneficiaries	Each appignano family, including vulnerable groups.
Formal partnership established (PPP, voluntary agreement, etc.)	Five formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
Timeframe	Start of the action: January 2020 – end of the action December 2020
Indicative costs	€ 3.500,00/€ 5.000,00
Indicative funding sources	Ruritage budget – private sponsors
Sustainability of the action	The action presents a low of sustainability in terms of long-term duration because it is a unique event.

Action 5	
Title of the action	APPIGNANO HUB FOR COMMUNITY RESILIENCE, TRAINING AND EDUCATION
Relevant SIA or SIAs	Resilience
Reference RM Action/s (code and name)	RM9-2 Develop interactive exhibitions to attract a broader audience RM9-4 Participative mapping of the Heritage Features at risk RM20-1 Designating the Sanriku Fukko National Park
Useful lesson/s Learned (code and name)	LL36. Transform prevention against natural calamity and integration process into local development opportunities (creation of a geologic museum, companies, integration of migrants in the agro-food and tourism sector) LL31. Improve resilience of natural and cultural environments against natural hazards
Responsible person	Antonella D'Angelo
Relevant RM/KFP involved	RM9-RM10-Unesco-BITN-UNIBO
Brief description of the action	The aim of the action is to design an innovative center with scientific attractions and training activities based on resilience and prevention against natural calamities
Objective and target of the action (by the end of the project)	In the general context of strengthen resilience at Appignano Del Tronto (citizens toolkit, innovative technologies etc), this action will investigate the feasibility of making Appignano del Tronto a Resilience Hub, able to attract learning and capacity building activities, scientific congress and cultural related activities. This action together with Action 1, 2, 3 and 4 aims at increasing local community resilience and at transforming natural hazards into local regeneration opportunities. Target of the action: local community and schools – tourists – people living in central Italy- private investors
Specific activities	<ul style="list-style-type: none"> • Establish the design team (the team will include one representative for each stakeholder, to be selected, the earthquake office staff of Appignano del Tronto municipality and other members that will be selected through a public notice) • Preliminary draft. (the preliminary draft will analyze other stakeholders to involve, the possible differentiated target audience, other scientific center to visit to learn from other best practices, the location and the size of a building to host a Resilience Hub/knowledge centre, how to equip it, the management mode) the design time will work for 9 months, at the end the preliminary draft will be first submitted to CoApp Ruritage team, and then to the RM e KFP involved. • Visit to scientific centers in order to study other good experiences (i.e. Trento Science Museum to visit the "Science on a sphere, Earthquake simulator in Italy...) • Project final draft- The project team, following all the suggestions received and the good practices studied, will study the project final draft that will include urban framework, architectural study, study of the target and the functionality, equipment, management mode) • Based on the results of the previous activity Development of a preliminary business plan for the Resilience Hub/Knowledge center • Study of different funding channels, possible public funds to apply for or private investors identification) to realize the innovation hub
Monitoring plan and	????

indicators	<i>One report after the project final draft</i>
Capital involved	Human capital Cultural capital
Main stakeholders involved and their roles and contribution	INGV- human capital Unicam-geology division-School of science and technology- human capital Regione Marche-Ufficio speciale per la ricostruzione- human capital Federazione regionale ordine ingegneri Marche Ordine regionale geologi Marche
Beneficiaries	Appignano community
Formal partnership established (PPP, voluntary agreement, etc.)	Five formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
Timeframe	Start of the action: January 2020 – end of the action December 2021
Indicative costs	€ 4.000,00
Indicative funding sources	Ruritage budget
Sustainability of the action	The action, once carried out, will give to Appignano Municipality- in short and medium term- a good chance to develop an innovative and international center for preventing natural risks and hazards

Action 6	
Title of the action	<i>Ruritage Stories</i>
Relevant SIA or SIAs	Local food, Pilgrimage, Resilience, Landscape, Art&Festival
Reference RM Action/s (code and name)	<p>RM 3.3 Definition of marketing and communication strategies for the products</p> <p>RM 8.4 Enhance the narrative of the place and promote the discovering of the territory through history</p> <p>RM 10.1 Discover and diffuse the traditional Storytelling and superstitions as means to understand the natural environment and to promote the place ownership</p> <p>RM 19-2 Promote the awareness of the value of territorial heritage and its potential as a driver of local development</p>
Useful lesson/s Learned (code and name)	<p>LL-04 Build sense of belonging, individual and community self-confidence and increased autonomy through CNH</p> <p>LL-06 Create a “brand” based on one of the cultural and natural resources and the added value created.</p> <p>LL08 Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actors.</p> <p>LL15 Identify heritage resources (formal and informal), foster a better understanding of the tangible and intangible values of natural and cultural heritage and create a recognized value as a driver for I.d.</p> <p>LL25 Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditional) a tourist attraction</p>
Responsible person	Gianluca Vagnarelli
Relevant RM/KFP involved	ICLEI KATLA Geopark local hero LCP
Brief description of the action	The action consists in a collection – through a participatory approach – of 10 local stories related to resilience, local identity and tradition of Appignano del Tronto. The stories will be collected mainly by local young people who will interview elderly people of their community (grandparents, relatives etc.). The most interesting stories will be selected as “Ruritage Stories” and published Facebook page, municipality website, multilingual pdf file free downloadable etc.
Objective and target of the action (by the end of the project)	<p>The objectives of the action are essentially three:</p> <p>a) Community building. To generate awareness, sense of belonging in the Appignano community, also abroad, through stories related to its resilience, identity and tradition. In short, storytelling not only as emotional communication but as a strategy of community building;</p> <p>b) To stimulate participation by young people. The protagonists of the stories collection will be the group of 40 young people of the Appignano del Tronto local Oratorio. Thanks to this activity they will have an active role in the Ruritage project rediscovering their local identity through an human exchange with the elderly people of their community.</p> <p>c) To make Appignano del Tronto more narrative attractive for people – especially tourists – using local stories as distinctive element.</p> <p>d) To widespread and promote local identity coherent with Ruritage values.</p> <p>The target of the actions are:</p>

	<ul style="list-style-type: none"> • Young people. Quantitative target: 20 people. Qualitative target: To generate awareness, sense of belonging on Ruritage values and Appignano local identities and traditions. • Elderly people. Quantitative target: 20 people. Qualitative target: To generate wellbeing and community consideration in elderly people offering them the opportunity to transfer their knowledge, intangible heritage, oral memory to the young generation. • Tourists. Quantitative target: 40 people. Qualitative target: to improve Appignano as tourist destination empowering its narrative capital. • Citizens. Quantitative target: 50 people. Qualitative target: To generate awareness, sense of belonging in the community of Appignano, also abroad (emigrates), through stories related to its resilience, identity and tradition. • Migrants and vulnerable groups. Quantitative target: 5 people. Qualitative target: to generate awareness and social inclusion in the community of Appignano through stories related to its resilience, identity and tradition.
Specific activities	<ul style="list-style-type: none"> • Call for Stories: Participatory approach in collecting local stories • Training activity: “How to collect a good story” • Stories collection: a participatory approach in storytelling • Selection of the most interesting stories with a potential narrative capital • to create plots for emotional stories • to choose the best platform for sharing stories (youtube, facebook, Instagram etc.) • to publish stories • storytelling event invite storytelling people related with heritage
Monitoring plan and indicators	<p>Quantitative indicators:</p> <p>Number of actions and cultural events produced by citizens at local level: [Cultural Capital]:</p> <p>Number of people reached by actions and cultural events produced by citizens at local [Cultural Capital]:</p> <p>Number of citizens engagement activities [Social Capital]:</p> <p>Number of citizens engagement activities participants [Social Capital]:</p> <p>Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months [Social Capital]:</p> <p>Number of disadvantaged people engaged (elderly, unemployed, etc.) over the total people addressed [Social Capital]:</p> <p>Number of like on Facebook page “Ruritage – Appignano del Tronto” sharing “Ruritage Stories” posts sharing “Ruritage Stories”.</p> <p>Number of visualizations on Facebook page “Ruritage – Appignano del Tronto” sharing “Ruritage Stories” video sharing “Ruritage Stories”.</p> <p>Number of people “called” after the Call for Stories</p> <p>Number of people involved in the storytelling event</p> <p>Qualitative indicators:</p> <p>Evaluation questionnaire</p>

	<p>Focus group with young people involved in the stories collection</p> <p>Modality to monitor activity:</p> <p>Appignano del Tronto detailed plan for monitoring Ruritage Activity</p> <p>Timeline of the monitoring:</p> <p>Every six months (starting from January 2020)</p>
Capital involved	<p>Cultural capital</p> <p>Social Capital</p>
Main stakeholders involved and their roles and contribution	<p>Associazione Culturale 7/8 chili: Cultural Capital. Role:</p> <p>Centro Studi Francesco d'Appignano: Cultural Capital. Role:</p> <p>Pro Loco: Cultural Capital. Role:</p> <p>Oratorio: Social Capital. Role:</p>
Beneficiaries	<p>The direct beneficiaries of the action are young and elderly people of Appignano del Tronto, cultural associations, tourists and citizens. A special attention will be paid in order to promote social inclusion for migrants and vulnerable groups through storytelling.</p>
Formal partnership established (PPP, voluntary agreement, etc.)	
Timeframe	<p>Start of the action: January 2020. End of the action: December 2021</p>
Indicative costs	<p>Euro 1000</p>
Indicative funding sources	<p>Ruritage project</p>
Sustainability of the action	<p>The action presents an higher level of sustainability in terms of long-term duration. Once local stories collected, the community of Appignano del Tronto will be a patrimony of Intangible Cultural Heritage that can be exploited in different way: scientific research, creativity, local history etc.</p>

Action 7	
Title of the action	<i>RURITAGE Art Festival</i>
Relevant SIA or SIAs	Art&Festival, Local food
Reference RM Action/s (code and name)	<p>RM 4-9 Promote the tourist offer of both municipalities through the design of a tourist route that specifies the restaurants, hotels and shops.</p> <p>RM 8-1 Creation of a set of tourist's packs, composed by FOOD related activities, ART, NATURALISTIC activities</p> <p>RM 8-3 Networking with other Festivals on the same topic: possibility of joint actions (i.e. Festival passport)</p> <p>RM 8-4 Enhance the narrative of the place and promote the discovering of the territory through history: guided tours, thematic excursion, games, re-enactments</p> <p>RM 14-2 Develop resources and expand tourism</p>
Useful lesson/s Learned (code and name)	<p>LL-02 Apply IT technologies for natural and cultural heritage promotion</p> <p>LL-04 Build sense of belonging, individual and community self-confidence and increased autonomy through CNH</p> <p>LL-08 Create synergies and foster a collaborative approach with other organizations, programmes or local activities and attractors of the territory to increase impact of the actors.</p> <p>LL-16 Foster and promote sustainable tourism</p> <p>LL-25 Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditional) a tourist attraction</p>
Responsible person	Gianluca Vagnarelli
Relevant RM/KFP involved	Take Art Visegrad
Brief description of the action	The Ruritage Art Festival at Appignano del Tronto is a 2 days International Summer Festival (end of September) through which performs arts, taste local food and communicate Ruritage values. The action refers to two Festival editions: 2020 and 2021.
Objective and target of the action (by the end of the project)	<p>The objective of the action is to launch a 2 days International Summer Festival (end of September) called "Ruritage Art Festival" at Appignano del Tronto through which performs arts, taste local food and communicate Ruritage values. Appignano del Tronto already experience a first edition of the Festival in 2019 and through this action the project want to be implemented and fostered.</p> <p>The target of the actions are:</p> <ul style="list-style-type: none"> • Tourists. Quantitative target: 150 tourists involved in the Festival. Qualitative target: to internationalize the cultural offer of Appignano del Tronto and to foster the number of foreign tourists at Appignano. • International artists. Quantitative target: 6 international artists involved in each Festival, 12 in total. Qualitative target: to give them the possibility to visit Marche region offering them an hosting experience in one of the Appignano's family. • Local stakeholders involved in cultural/tourism sector. Quantitative target: 10 Local stakeholders from cultural/tourism sector involved. Qualitative target: have an active contribution from each stakeholder in order to co-create the Festival. • Appignano del Tronto community. Quantitative target: 50 citizens of Appignano del Tronto involved in the Festival. Qualitative target: active participation from local community in organization/promotion/management of the Festival.

<p>Specific activities</p>	<ul style="list-style-type: none"> • An International “Call for Artists” • Selection of International + local artists • Selection of Appignano del Tronto Hosting families for international artists • Develop Programme of the Festival • Communication campaign through different communication channels: a) press release to online and off-line local newspapers, radio and regional tv; b) posts and promotional video (sponsored) through Facebook Page “Ruritage – Appignano del Tronto”; c) putting-up posters in Appignano del Tronto and in the in nearby cultural sites (public library, bookshops etc.) • Implementation of the 2 days Festival (2 days in 2020, 2 days in 2021) • Video of the Festival
<p>Monitoring plan and indicators</p>	<p>Quantitative indicators:</p> <p>Number of actions and cultural events produced by citizens at local level [Cultural Capital]:</p> <p>Number of people reached by actions and cultural events produced by citizens at local [Cultural Capital]:</p> <p>Number of places involved in the tourism offer (Places located in the Replicator area that are relevant as tourist destinations) [Cultural Capital]:</p> <p>Total number of arrivals of tourist in the last year [Cultural Capital]:</p> <p>Number of "green tourism packages" [Natural Capital]:</p> <p>Pedestrian/hiking paths (km) [Built Capital]:</p> <p>Number of sites provided with signals [Built Capital]:</p> <p>Number of activities [Social Capital]:</p> <p>Number of participants [Social Capital]:</p> <p>Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months Info [Social Capital]:</p> <p>Nights spent at tourist accommodation establishments [Financial Capital]:</p> <p>Qualitative indicators:</p> <p>Evaluation questionnaire for International Artists</p> <p>Modality to monitor activity:</p> <p>Appignano del Tronto detailed plan for monitoring Ruritage Activity</p> <p>Timeline of the monitoring:</p> <p>Every six months (starting from January 2020) + questionnaire after Festival</p>
<p>Capital involved</p>	<p>Cultural Capital</p> <p>Natural Capital</p> <p>Built Capital</p> <p>Social Capital</p> <p>Financial Capital</p>
<p>Main stakeholders involved and their roles and contribution</p>	<p>Conca d’Oro: Human Capital, Natural Capital. Role: co-creation of Tourist pack.</p> <p>Oleificio Stipa: Human Capital. Role: co-creation of Tourist pack.</p> <p>Pasticceria Oneiroi: Human Capital. Role: co-creation of Tourist pack.</p> <p>Azienda Agricola Valle San Martino: Human Capital, Natural Capital, Cultural Capital. Role: co-creation of Tourist pack.</p> <p>Azienda Agricola Biologica Mari Anna Maria: Human Capital, Natural Capital. Role: co-creation of Tourist pack.</p> <p>Pro-Loco: Human Capital. Role: co-creation of Tourist pack.</p> <p>Ristorante Santa Lucia: Cultural Capital. Role: co-creation of Tourist pack.</p>

	<p>Agriturismo “Il Gigante”: Natural Capital, Cultural Capital, Human Capital. Role: co-creation of Tourist pack.</p> <p>Alessi Ceramica: Cultural Capital. Role: co-creation of Tourist pack.</p> <p>Adesso Pasta di Cinzia Alessi: Cultural Capital, Human Capital. Role: co-creation of Tourist pack.</p> <p>Panificio Allevi Carolina: Cultural Capital, Human Capital. Role: co-creation of Tourist pack.</p> <p>Associazione 7/8 Chili</p> <p>Associazione Frammenti</p> <p>Oratorio di Appignano del Tronto</p> <p>Minimo Teatro</p> <p>Compagnia dei Folli</p>
Beneficiaries	The direct beneficiaries of the action will be tourists and citizens of Appignano del Tronto. The indirect beneficiaries are International artists and local stakeholders of Appignano.
Formal partnership established (PPP, voluntary agreement, etc.)	
Timeframe	Start of the action: March 2020. End of the action: October 2022
Indicative costs	Euro 27.000
Indicative funding sources	Ruritage
Sustainability of the action	The action presents a medium level of sustainability in terms of long-term duration. If the format “Call for International Artists” + “Family Accommodation” works it can be replied for the following editions of the Festival (2022, 2023...)

Action 8	
Title of the action	<i>Creation of an integrated green pack based on Nature and Cultural Heritage products, paths and sites</i>
Relevant SIA or SIAs	Local food, Landscape
Reference RM Action/s (code and name)	<p>RM 4-9 Promote the tourist offer of both municipalities through the design of a tourist route that specifies restaurants, hotels and shops</p> <p>RM 8-1 Creation of a set of tourist packs composed by food, art and naturalistic related activities</p> <p>RM 14-2 Develop resources and expand tourism</p>
Useful lesson/s Learned (code and name)	<p>LL16 Foster and promote sustainable tourism.</p> <p>LL25 Take advantage from traditional events and make the typical characteristics of the area (a site, food & wine, handcraft, traditional) a tourist attraction.</p>
Responsible person	Gianluca Vagnarelli
Relevant RM/KFP involved	<p>Distretto Agroalimentare Regionale srl</p> <p>Borghi Italia Tour Network srl</p>
Brief description of the action	<p>At this stage, the tourist offer of Appignano del Tronto is split in different fields that are not linked each other. Through the actions “Creation of an integrated green pack based on Nature and Cultural Heritage products, paths and sites” we would like to put together any kind of local tourist “attraction” [landscape (“Path of the blue-grey Badlands”), architecture, folklore, food etc.]) with the purpose to concentrate all local strengths point in only one “product”. In this sense this action is linked with Action 9 on the new path of blue and grey Badlands and with Action 5 of Appignano Hub for resilience since both of them can become important attractors for the area.</p>
Objective and target of the action (by the end of the project)	<p>The main objective of the action is to create an additional value for tourists through an integrated approach. An additional value in terms of: a) better quality and diversity of tourist offer, b) a better communication of local tourism offer, c) a tourism-experience approach, d) a better environmental sustainability of local tourism e) more job opportunities for local tourism sector.</p> <p>The target of the actions are:</p> <ul style="list-style-type: none"> • Local stakeholder involved in tourism offer. Quantitative target: 11 Local stakeholders involved in tourism offer (farms, restaurant, pro-loco, companies, agriturismo). Qualitative target: have an active contribution from each stakeholder in order to create an effective integrated tourist pack. • Tourists. Quantitative target: 100 targeted by the tourist pack. Qualitative target: to experience Appignano through one of the activity/experience/products/event/sites presents in the tourist pack.
Specific activities	<ul style="list-style-type: none"> • • deal out to stakeholders an online form for gathering information about activities and product they can offer • gather the online information filled out from local stakeholders • select, from the information gathered, the best products/experiences/services to design an integrated tourist pack • <i>include the attractors developed within this action plan in the kit – i.e the blue grey Path and, in the future, the Resilience Hub /knowledge centre.</i> • define an innovative visual identity for the integrated tourist pack • publish the integrated green tourist pack

	<ul style="list-style-type: none"> upload it in the municipality website, in the websites of each stakeholder involved, promotion and communication of the package through various channels: a) press release to online and off-line local newspapers, radio and regional tv; b) posts on Facebook Page “Ruritage – Appignano del Tronto”; c) posters in Appignano del Tronto bad&breakfast; d) c) posters in every stakeholders shop involved; d) posters in tourism information points of Marche region; ;
Monitoring plan and indicators	<p>Quantitative indicators: Number of shops, restaurants and tourism facilities selling local products (km0) [Natural Capital] Number of "green tourism packages [Natural Capital] Number of places involved in the tourism offer [Cultural Capital]: Total number of arrivals of tourist in the last year [Cultural Capital]: Number of companies supported in defining new business models and innovative processes of production [Financial Capital] Nights spent at tourist accommodation establishments [Financial Capital] Pedestrian/hiking paths (km) [Built Capital] Number of brands and labels granted for local products and services: 5 (DOC, DOCG, BIO (ITBIO009/BB25), DOP, IGP) [Built Capital] Number of fairs and tourism events per year related to the promotion of the area and related products [Built Capital]</p> <p>Qualitative indicators: Evaluation questionnaire</p> <p>Timeline of the monitoring: Every six months (starting from January 2020) + questionnaire after having produced the Tourist pack</p>
Capital involved	<p>Natural Capital</p> <p>Cultural Capital</p> <p>Built Capital</p> <p>Financial Capital</p>
Main stakeholders involved and their roles and contribution	<p>Conca d’Oro: Human Capital, Natural Capital. Role: co-creation of Tourist pack.</p> <p>Oleificio Stipa: Human Capital. Role: co-creation of Tourist pack.</p> <p>Pasticceria Oneiroi: Human Capital. Role: co-creation of Tourist pack.</p> <p>Azienda Agricola Valle San Martino: Human Capital, Natural Capital, Cultural Capital. Role: co-creation of Tourist pack.</p> <p>Azienda Agricola Biologica Mari Anna Maria: Human Capital, Natural Capital. Role: co-creation of Tourist pack.</p> <p>Pro-Loco: Human Capital. Role: co-creation of Tourist pack.</p> <p>Ristorante Santa Lucia: Cultural Capital. Role: co-creation of Tourist pack.</p> <p>Agriturismo “Il Gigante”: Natural Capital, Cultural Capital, Human Capital. Role: co-creation of Tourist pack.</p> <p>Alessi Ceramica: Cultural Capital. Role: co-creation of Tourist pack.</p> <p>Adesso Pasta di Cinzia Alessi: Cultural Capital, Human Capital. Role: co-creation of Tourist pack.</p> <p>Panificio Allevi Carolina: Cultural Capital, Human Capital. Role: co-creation of Tourist pack.</p>
Beneficiaries	<p>The direct beneficiaries of the action will be tourists who, through an integrated tourist pack, will have the possibility to experience Appignano del Tronto from different point of view: cultural activities, local food&wine, natural paths etc.</p>
Formal partnership established (PPP, voluntary agreement, etc.)	
Timeframe	<p>Start of the action: January 2020. End of the action: March 2021</p>

Indicative costs	Euro 1.000
Indicative funding sources	Ruritage
Sustainability of the action	The action presents an higher level of sustainability in terms of mid-term duration. Once the integrated green tourist pack has been realized, the local stakeholders will have an instrument to better promote Appignano del Tronto and its Cultural and Natural Heritage in tourism fields.

	Action 9
Title of the action	NATURAL HERITAGE: PATH OF THE BLUE-GREY BADLANDS
Relevant SIA or SIAs	Pilgrimage, Landscape, Resilience
Reference RM Action/s (code and name)	RM2-1 Improve services: eco-mobility, Wi-Fi connection, tourism services (hostels, bar & restaurants), signals, maps, radio...
Useful lesson/s Learned (code and name)	LL11. Develop and improve transportation to make places accessible and to facilitate the launch of new touristic destinations LL08. Create synergies and foster a collaborative approach with other organizations, Programs or local activities (i.e. festivals, arts, food, etc.) and attractors of the territory to increase impact of the actions LL02. Apply IT technologies for natural and cultural heritage promotion and safeguarding LL09. Create companies and start-ups in cultural services and products (hotels, restaurants, museums, handcraft, etc.) LL28. Promote access to all ages and abilities and ensure fruition of cultural resources to all, including transport and online information provision LL07. Create 'tourist pack and experiences' based on the different clusters (culture, food & wine, nature, religion, etc.) and sell combined packages, including transport L16. Foster and promote sustainable tourism
Responsible person	Antonella D'Angelo
Relevant RM/KFP involved	RM1-RM2
Brief description of the action	"Path of the Blue-Grey Badlands" ("Cammino dei Calanchi Grigio-Azzurri") will take tourists into a sensory trip that alternates the visit to sacred and culturally valuable places and the meetings with local producers of honey, cheese, cold cuts, beef, saffron, olive oil, wine, olives and typical products in a unique landscape. The path will be equipped with signals and QR-code which will get you to the description of each tourist attraction.
Objective and target of the action (by the end of the project)	Objective: Strengthening the tourism sector and enlarge the tourism offer (28 km of routes provided with signals and explanation panels). Promote local business for sustainable production (+15% increase of the number of shops, restaurants and tourism facilities selling local products) Target: Pilgrims, excursionists, walkers, cyclists Quantitative target: 100 targeted by the tourist pack (action 8) that will include this path.
Specific activities	<ul style="list-style-type: none"> - Installation of tourist signals indicating the route: main signals (direction signals with km or journey times): about 2 per km; TOT: 54 secondary signals (continuity flag and path confirmation): about 10 per km; TOT: 144 Installation of tourist signals with indication of local producers (who have signed the partnership) main signals (road type signals): about 2 per local producers; TOT: 28 - Installation of explanatory and information signals indicating the architectural and landscape emergencies encountered along the Path punctual posters with description of the place of interest and QR code for interactive experience: 1 per point of interest; TOT: 24 - Implementation of an App or Another digital tool with interactive content for users (the digital tool will be implemented through an external contract) : augmented reality notions of history, geography, sciences map of places of interest, including local producers

	<p>information of tourist interest (in ex. places of opening and contact details of local producers).</p> <ul style="list-style-type: none"> - Promotion and communication of the new path, integration with existing path in the region (done by Ruritage staff) - Promotion of the new path together with the integrated green pack (action8)
Monitoring plan and indicators	<p>CC-02 Increment in number of mentions of CNH in social media, media, press, etc. CC-11 Total number of arrivals of tourist in the last year NC-07 Number of shops, restaurants and tourism facilities selling local products (KMO) 10 NR NC-08 Number of "green tourism packages" BC-16 Number of km of routes provided with signals and explanation panels to help describing the sites and orienteering visitors SC-04 Number of local associations involved</p> <p>New indicator: Number of visitors</p>
Capital involved	
Main stakeholders involved and their roles and contribution	<p>Adesso Pasta di Alessi Cinzia Alessi Events Azienda Agricola Biologica Cantina Sesi Azienda agricola biologica Conca D'oro Confettificio Alessi snc Azienda Agricola Valle San Martino Azienda Agricola Il Colle Il Gigante L'Arte di realizzare sogni Gal Piceno Linea Verde Azienda Agricola Biologica Mari Anna Maria Azienda Agricola Biologica Martelli Alessia Natura Viva Oleificio Stipa Felice Panificio Allevi Ristorante Santa Lucia Zafferano de lu Repà Oneiroi di Chiara Vagnoni Parrocchia San Giovanni Battista Giovanni D'Ercole - Vescovo di Ascoli Piceno Comune di Castignano</p>
Beneficiaries	Tourists, visitors, excursionists, cyclists.
Formal partnership established (PPP, voluntary agreement, etc.)	21 formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
Timeframe	Start of the action: January 2020 – end of the action June 2021
Indicative costs	€ 18.000,00
Indicative funding sources	Ruritage budget
Sustainability of the action	The growing interest in hiking and cycling routes suggests that "Path of the Blue-Grey Badlands" can live its own long life. It can have a perennial increase in visitors thanks to word of mouth among users.

Action 10	
Title of the action	<i>Definition of measures to incentive private investments at Appignano del Tronto with the aim of long-term sustainability of resilience and Cultural and Natural Heritage</i>
Relevant SIA or SIAs	Local food, Landscape, Pilgrimage, Resilience, Art&Festival
Reference RM Action/s (code and name)	RM 16-3 Promote the creation of new companies and jobs RM 19-1 Promote a new governance model with a network of public/private subjects processing an alternative development project for the territory
Useful lesson/s Learned (code and name)	LL-05 Collaborative approaches to achieves innovative financing solutions and access to funding LL-23 Involvement of private and third sector in cultural heritage in order to optimize business model, answer to social needs and effectively manage heritage LL-40 Use economic incentives (e.g. lower tax, lower renting fees if the use of building/land fits in the overall management goals) owners or tenants
Responsible person	Gianluca Vagnarelli
Relevant RM/KFP involved	John (Investors meeting Crete) DARE
Brief description of the action	The action consists in finding technical measures (tax exemption especially) to incentive private investments (banks, foundations, business angels etc.) in the heritage-based rural regenerations model developed at Appignano del Tronto.
Objective and target of the action (by the end of the project)	The main objective of the action is to increase the possibility of private investments at Appignano del Tronto thanks to all the synergic activities that are taking place around RURITAGE. In addition to its social, cultural and Natural value proposition, the action aims to introduce technical measures available to incentive private investment in the Ruritage regeneration model experienced at Appignano del Tronto. The target of the actions are: <ul style="list-style-type: none"> • Banks. Quantitative target: 10. • Foundation. Quantitative target: 10. • Private investors. Quantitative target: 50 people.
Specific activities	a) asking advisor expert in companies and bank taxation in order to identify practical measures to incentive private investments b) data collecting of banks, foundations and private investors potentially interested in Cultural and Natural Heritage projects c) definition of an Appignano/Ruritage investment plan , co-created with local stakeholders, for the period 2022-2025 d) video-presentation of Appignano del Tronto/Ruritage investment plan e) contacts with investors to submit it them underlining the advantages from incentives
Monitoring plan and indicators	Quantitative indicators: Number of PPPs set and signed [Financial Capital]: Unemployment rate (tra 0 e 100) [Financial Capital]: Number of start-ups and spin-off created / Birth of enterprises [Financial Capital]: Number of companies supported in defining new business models and innovative processes of production [Financial Capital]: Qualitative indicators: Evaluation questionnaire

	<p>Modality to monitor activity: Appignano del Tronto detailed plan for monitoring Ruritage Activity</p> <p>Timeline of the monitoring: Every six months (starting from January 2021)</p>
Capital involved	Financial Capital
Main stakeholders involved and their roles and contribution	Fondazione Cassa di risparmio GAL
Beneficiaries	The direct beneficiaries of the action are local companies, associations and, more generally, citizens of Appignano del Tronto. Thanks to the action Appignano del Tronto will be able to continue in implementing the Rural Regeneration Model of Ruritage even after the end of the project.
Formal partnership established (PPP, voluntary agreement, etc.)	
Timeframe	Start of the action: March 2021. End of the action: March 2022
Indicative costs	Euro 4.000
Indicative funding sources	Ruritage project
Sustainability of the action	The action aims to guarantee the maximum long-term impact and follow-up of the project Ruritage thanks to private investments able to support the further developing of the Ruritage model.

	Action11
Title of the action	Preserving old traditions integrating local migrants
Relevant SIA or SIAs	Local Food, Migrants
Reference RM Action/s (code and name)	RM3-1 Support local farmers and producers in innovation projects
Useful lesson/s Learned (code and name)	LL24. Long-term vision to build confidence among stakeholders and continuous communication to create long-lasting relationships LL17. Boost effective leadership, including through agencies, to promote and drive the actions, with strategic vision, enthusiasm and network of contacts LL29. Recover and put in value the traditional skills and agricultural and farming methods
Responsible person	Antonella D'Angelo
Relevant RM/KFP involved	RM3
Brief description of the action	The activity is based on a <u>social event/per year</u> (a dinner) with a combination of typical local food and foreign food. Senior farmers bring their products and tell their stories for others. Similarly, migrants present their own products and traditions. They become friends and start to stay in touch. The experience produces collaborations and cooperation projects.
Objective and target of the action (by the end of the project)	Objective: Include immigrants and outcasts by exploring similarities and differences. Deepen the knowledge on typical dishes and on foreign food. Handing down the uses and traditions of typical local cuisine. Target: Immigrants, outcasts, senior farmers and youth generation.
Specific activities	Organization of a dinner per year with the presence of: - senior farmers - young generations - immigrants from foreign countries - Appignano del Tronto emigrants currently residing in other countries - Anyone with historical memory of local customs and traditions. Exhibition of typical local products and foreign foods and explanation by testimonials. The immigrants from foreign countries will be involved through the Municipality Office for Social Service and through UNITALSI. The other people will be involved through local stakeholders as Pro Loco di Appignano del Tronto, Parrocchia San Giovanni Battista, Oratorio San Vincenzo Ferreri, Oratorio I Discepoli di Emmaus (Local non-profit associations that can reach lot of people)
Monitoring plan and indicators	CC-07 Number of people reached by actions and cultural events produced by citizens at local level CC-09 Number of people trained in traditional skills SC-02 Number of participants in citizens engagement activities SC-04 Number of local associations involved SC-06 Number of projects addressing migrants SC-07 Number of people involved in projects addressing migrants
Capital involved	Social and Human capitals
Main stakeholders involved and their roles	Adesso Pasta di Alessi Cinzia Alessi Events

and contribution	<p>Azienda Agricola Biologica Cantina Sesi Azienda agricola biologica Conca D'oro Confettificio Alessi snc Azienda Agricola Valle San Martino Azienda Agricola Il Colle Il Gigante L'Arte di realizzare sogni Gal Piceno Linea Verde Azienda Agricola Biologica Mari Anna Maria Azienda Agricola Biologica Martelli Alessia Natura Viva Oleificio Stipa Felice Panificio Allevi Ristorante Santa Lucia Zafferano de lu Repà Oneiroi di Chiara Vagnoni Pro Loco di Appignano del Tronto Parrocchia San Giovanni Battista Giovanni D'Ercole - Vescovo di Ascoli Piceno Oratorio San Vincenzo Ferreri Oratorio I Discepoli di Emmaus U.N.I.T.A.L.S.I.</p>
Beneficiaries	Immigrants, outcasts, citizens.
Formal partnership established (PPP, voluntary agreement, etc.)	23 formal partnership agreement (The agreement will refer to all the actions in which the stakeholders are involved)
Timeframe	Start of the action: June 2021
Indicative costs	€ 1.500,00
Indicative funding sources	Ruritage budget
Sustainability of the action	The event is sustainable over time, as it requires low costs. Dinner is easy to organize with the help of Pro Loco, local associations and farmers.

Action12	
Title of the action	<i>Community event for dissemination</i>
Relevant SIA or SIAs	Local food, Pilgrimage, Resilience, Landscape, Art&Festival
Reference RM Action/s (code and name)	
Useful lesson/s Learned (code and name)	
Responsible person	Gianluca Vagnarelli
Relevant RM/KFP involved	ICLEI
Brief description of the action	The action consists in a public event for disseminating project activities and results.
Objective and target of the action (by the end of the project)	<p>The objective of the action is to disseminate project activity and results</p> <p>The target of the action are:</p> <p>a) journalists. To involve more journalists, we are going to ask the public event is recognized as a training course for them</p> <p>b) stakeholders. The protagonists of the public event will be stakeholders. Their will share their Ruritage experience with the public.</p> <p>c) Appignano citizens.</p>
Specific activities	<ul style="list-style-type: none"> • ask the public event is recognized as a training course for journalists • communication to promote the public event through the facebook page • public event
Monitoring plan and indicators	<p>Quantitative indicators:</p> <p>Number of actions and cultural events produced by citizens at local level: [Cultural Capital]:</p> <p>Number of people reached by actions and cultural events produced by citizens at local [Cultural Capital]:</p> <p>Number of citizens engagement activities [Social Capital]:</p> <p>Number of citizens engagement activities participants [Social Capital]:</p> <p>Number of participants in formal or informal voluntary activities or active citizenship in the last 12 months [Social Capital]:</p> <p>Number of disadvantaged people engaged (elderly, unemployed, etc.) over the total people addressed [Social Capital]:</p> <p>Qualitative indicators:</p> <p>Evaluation questionnaire</p> <p>Modality to monitor activity:</p> <p>Appignano del Tronto detailed plan for monitoring Ruritage Activity</p> <p>Timeline of the monitoring:</p>

	Every six months (starting from January 2020)
Capital involved	Cultural capital Social Capital
Main stakeholders involved and their roles and contribution	<p>Conca d'Oro: Human Capital, Natural Capital.</p> <p>Oleificio Stipa: Human Capital.</p> <p>Pasticceria Oneiroi: Human Capital.</p> <p>Azienda Agricola Valle San Martino: Human Capital, Natural Capital, Cultural Capital.</p> <p>Azienda Agricola Biologica Mari Anna Maria: Human Capital, Natural Capital.</p> <p>Pro-Loco: Human Capital.</p> <p>Ristorante Santa Lucia: Cultural Capital.</p> <p>Agriturismo "Il Gigante": Natural Capital, Cultural Capital, Human Capital.</p> <p>Alessi Ceramica: Cultural Capital.</p> <p>Adesso Pasta di Cinzia Alessi: Cultural Capital, Human Capital.</p> <p>Panificio Allevi Carolina: Cultural Capital, Human Capital.</p> <p>Associazione 7/8 Chili</p> <p>Associazione Frammenti</p> <p>Oratorio di Appignano del Tronto</p> <p>Minimo Teatro</p> <p>Compagnia dei Folli</p>
Beneficiaries	The direct beneficiaries of the action are the journalist, local stakeholders and citizens of Appignano del Tronto
Formal partnership established (PPP, voluntary agreement, etc.)	
Timeframe	Start of the action: January 2022. End of the action: February 2022
Indicative costs	Euro 500
Indicative funding sources	Ruritage project
Sustainability of the action	The action presents a low of sustainability in terms of long-term duration because it is a unique event.

5.3 Monitoring of the plan

Relevant Key Performance Indicators developed within WP4 have been identified to monitor the overall performance of the plan, detailing relevant indicators per actions. This foreseen two different campaigns:

- Continuous monitoring, where Replicators will have the possibility to fulfil the platform with KPIS relevant to events they punctually run
- Periodic monitoring; this takes place every 6 months and asks the Replicators to report on all the identified KPIS. This will allow to get an overall assessment of the improvement, based with a comparison with the data collected for the baseline (Task 1.4).

This monitoring programme will be able to assess the effectiveness of the overall heritage led regeneration plan. Nevertheless, to have a constant monitoring and contact with Replicators throughout the implementation of the actions UNIBO will supervise actions' implementation through a more qualitative approach.

According to the timing and the list of activities foreseen in each action, Replicators will have to fulfil a progress report and will be called to discuss it in bilateral call with their reference person at UNIBO.

5.4 Risks for the implementation of the Heritage-led regeneration plan

Risk N.	Action/s involved	Description of the risk	Mitigation action proposed
1	Action 1 Action 2 Action 3	Lack of participation in training activities	More effective communication and targeting
2	Action 7	Not enough answers in the call for artists	Finding different international networks of artists
3	Action 6	Not enough answers in call for stories	Involving local cultural associations and local heroes
4	Action 8	Not enough collaboration from some stakeholders in the tourist pack creation	Involving other local stakeholders
5	Action 4	Difficulties to understand the toolkit for resilience citizens	One-to-one delivery of the toolkit
6	Action 2	Difficulties to use the probabilistic weather forecast linked to local cultivation needs	Organizing meetings with local farmers
7	Action 5	Difficulties to find tailored solution to transform resilience in an opportunity to development	Additional meetings with Role Models and KFPs

8	All actions	Change in local political priorities after the election in 2020	Explanation the relevance of Ruritage project to the new local leaders
9	All actions	Turnover in the Ruritage technical staff	New recruitment and new responsibility in the municipality staff
10	Action 10	Lack of private investments after having introduced incentives	Introducing additional incentives
11	Action 12	Lack of participation in community event	Involving local cultural associations and local heroes and better communication
12	Action 11	Difficulty to involve migrants	Involving territorial associations of migrants

6. Annex I

Table 1 : List of Tables

Annex II: List of specific activities per action

Name of the action: Natural Heritage: awareness raising, Capacity building and training activities for resilience

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	Training for kindergarten children (two courses)	1st November 2020-2nd November 2021	Antonella D'Angelo-	€ 1.500,00	Ruritage funds
2	Training for primary school students	1st November 2020-2nd November 2021	Antonella D'Angelo	€ 1.500,00	Ruritage funds
3	Training for secondary school students	1st November 2020-2nd November 2021	Antonella D'Angelo	€ 1.500,00	Ruritage funds
4	Awareness activities for elderly people	1 st April 2020- 2 nd October 2020- 3 rd April 2021- 4 th October 2021	Fuschetto Palmina	€ 2.000,00	Ruritage funds
5	Capacity building activities for adults	1 st April 2020- 2 nd October 2020- 3 rd April 2021- 4 th October 2021	Antonella D'Angelo	€ 1.500,00	Ruritage funds
6	Capacity building activities for professionals	1 st January 2021- 2 nd January 2022	Ing. Massimo Conti (Fed Ing Marche)- Geol. Daniele Mercuri (Ord. Geol. Marche)	€ 2.000,00	Ruritage funds

Name of the action: Natural heritage: awareness raising, capacity building and training activities for sustainable local food production

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	Automatic control about activities of local weather station network	January-February 2020	Antonella D'Angelo	€ 1.000,00	Ruritage funds
2	Im Implementation of digital platform to collect data from different sources available in our field (seismograph, weather stations...)	March April 2020	Antonella D'Angelo	€ 3.000,00	Ruritage funds

3	Implementation of a specific web application to show the dataset	May 2020	Antonella D'Angelo	€ 1.000,00	Ruritage funds
4	An Organization of one field trip for local school students from 10 to 14 years old	October 2020	Antonella D'Angelo-Massimiliano Fazzini	No costs	--
5	Training for engineers and geologists	May 2021	Massimiliano Fazzini	Ruritage staff	--
6	Drafting of a monthly report	Each month, starting maximum in May 2020	Massimiliano Fazzini	Ruritage staff	--
7	Drafting of an annual report	January 2021-January 2022	Massimiliano Fazzini	Ruritage staff	--
8	Special issue of probabilistic weather forecast before and during severe weather addressed to all population (heatwaves, strong thunderstorm, downburst, heavy snowfall...)	From June 2020 to April 2022	Massimiliano Fazzini	Ruritage staff	--
9	Dedicated issue of probabilistic weather forecast linked to local cultivation needs (dry timespan, late frost, hailstorms, heatwaves, strong thunderstorm, downburst, heavy snowfall)	From June 2020 to April 2022	Massimiliano Fazzini	Ruritage staff	--

Name of the action: Capacity building and training activities for local companies' through enhancement of cultural and natural heritage

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	"Introduction to e-commerce opportunities for micro-companies" . Training course on e-commerce	March 2020	Marco Alessandrini (Conca d'Oro) Elisa Ballatori (Sesi)	300 Euro	Ruritage
2	"An introduction to Social media platforms" . Training course on social media	March 2020	Marco Alessandrini (Conca d'Oro) Elisa Ballatori (Sesi)	300 Euro	Ruritage
3	"English Language Course (Beginner Level)" . Training course to foster English skills	April 2020	Nazzarena Agostini	650 Euro	Ruritage
4	"Build-up a Service Design team for Appignano del Tronto" . Training course on Service Design skills. 30 hours training course on	October 2020	Antonella D'Angelo Gianluca Vagnarelli	6.500 Euro	Ruritage
5	"An Introduction on How to manage companies and business budget" Training course for developing entrepreneurial skills	November 2020	Marco Alessandrini (Conca d'Oro) Elisa Ballatori (Sesi)	500 Euro	Ruritage
6	"Innovation for SME" . 1 guideline/learning material provided by Savonia University on	December 2020	APRE	no costs	/
7	"EU funds opportunities for SME" . 1 guideline/learning mater provided by APRE	January 2021	Savonia University	no costs	/

8	“Introduction to e-commerce opportunities for micro-companies” . Training course on e-commerce	March 2021	Elisa Ballatori (Sesi)	300 Euro	Ruritage
9	“An introduction to Social media platforms” . Training course on social media	March 2021	Marco Alessandrini (Conca d’Oro) Elisa Ballatori (Sesi)	300 Euro	Ruritage
10	“English Language Course (Beginner Level)” . Training course to foster English skills	April 2021	Nazzarena Agostini	650 Euro	Ruritage
11	“An Introduction on How to manage companies and business budget” Training course for developing entrepreneurial skills	October 2021	Marco Alessandrini (Conca d’Oro) Elisa Ballatori (Sesi)	500 Euro	Ruritage

Name of the ACTION: Development of toolkit for resilient citizens

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	Standard Toolkit design by a scientific group of experts	February 2020-July 2020	Antonella D’Angelo- Carlo Casini (Regione Marche)	No costs	--
2	Toolkit for disabled people design together with associations of disabled people	February 2020-July 2020	Antonella D’Angelo	No costs	--
3	Purchase and delivery of the kit to each family (one-to-one delivery through municipal employees)	September 2020- November 2020	Antonella D’Angelo-Sara Moreschini	€ 3.500,00/€ 5.000,00	Ruritage funds
4	Toolkit explanation through public events	December 2020	Antonella D’Angelo- Carlo Casini (Regione Marche)	No costs	--

Name of the ACTION: Appignano HUB for Community Resilience, Training and Education

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	Establish the design team	February 2020	Antonella D’Angelo-Sara Moreschini- Giuliano Milana (INGV) Emanuele Tondi Unicom	No costs	--
2	Preliminary draft	March 2020- November 2020	Antonella D’Angelo-Sara Moreschini- Giuliano Milana (INGV) Emanuele Tondi Unicom	No costs	--
3	Visit to scientific centers in order to study good experiences	December 2020- January 2021	Antonella D’Angelo-Sara Moreschini- Giuliano Milana (INGV) Emanuele Tondi Unicom	€ 1.000,00	Ruritage funds
4	Project final draft	February 2021- December	Antonella D’Angelo-Sara Moreschini- Giuliano	No costs	--

		2021	Milana (INGV) Emanuele Tondi Unicom	
--	--	------	-------------------------------------	--

Name of the ACTION: **Ruritage Stories**

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	Call for Stories	February 2020	Francesca Luzi	no costs	/
2	“How to collect a good story” Training activity	June 2020	Gianluca Vagnarelli and Chiara Stipa	no costs	/
3	Stories collection A participatory approach in storytelling	July/September 2020	Oratorio of Appignano del Tronto	300 Euro	Ruritage
4	Selection of the most interesting stories with a potential narrative capital	November 2020	Gianluca Vagnarelli, Chiara Stipa, Pro Loco Appignano del Tronto, Antonella D’Angelo, Sara Moreschini, Nazzarena Agostini	no costs	/
5	To create plots for emotional stories	December 2020	Gianluca Vagnarelli	no costs	/
6	To select the best platforms for sharing stories (youtube, facebook, Instagram etc.)	January 2021	Francesca Luzi	400 euro	Ruritage
7	To publish stories	February 2021 to December 2021	Francesca Luzi	no costs	/
8	Storytelling event for presenting stories	February 2021	Oratorio of Appignano del Tronto	300 Euro	Ruritage

Name of the ACTION: **Ruritage Art Festival**

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	International “Call for Artists”	March 2020	Minimo Teatro, 7/8 Chili, Compagnia dei Folli	Euro 500	Ruritage
2	Selection of International + local artists	June 2020	Minimo Teatro, 7/8 Chili, Compagnia dei Folli	Euro 500	Ruritage
3	Selection of Appignano del Tronto Hosting families for international artists	July 2020	Sara Moreschini	no costs	/
4	Finalizing the Programme of the Festival	July 2020	Minimo Teatro, 7/8 Chili, Compagnia dei Folli + Stakeholders	no costs	/
5		August/September 2020	Francesca Luzi	Euro 2.000	Ruritage

	Communication campaign through Facebook Page				
6	2/3 days Festival	September/October 2020	Gianluca Vagnarelli	Euro 9.000	Ruritage
7	To make video and pictures of the Festival	November 2020	Francesca Luzi/ Mauro Corinti	Euro 2.000	Ruritage
8	An International “Call for Artists”	March 2021	Minimo Teatro, 7/8 Chili, Compagnia dei Folli	Euro 500	Ruritage
9	Selection of International + local artists	June 2021	Minimo Teatro, 7/8 Chili, Compagnia dei Folli	Euro 500	Ruritage
10	Selection of Appignano del Tronto Hosting families for international artists	July 2021	Sara Moreschini	no costs	/
11	Finalizing the Programme of the Festival	July 2021	Minimo Teatro, 7/8 Chili, Compagnia dei Folli + Stakeholders	no costs	/
12	Communication campaign through Facebook Page “Ruritage – Appignano del Tronto”	August/September 2021	Francesca Luzi	Euro 2000	/
13	2/3 days Festival	September/October 2021	Gianluca Vagnarelli	Euro 9.000	Ruritage
14	To make video and pictures of the Festival	February 2021	Francesca Luzi/ Mauro Corinti	Euro 1000	Ruritage

Name of the action: Creation of an integrated green pack based on Nature and Cultural Heritage products, paths and sites

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	To deal out a form to local stakeholders involved in tourism offer	January 2020	Gianluca Vagnarelli and Local stakeholders	no costs	Ruritage

2	To gather (through a digital form) information from local stakeholders involved in tourism offer	March 2020	Gianluca Vagnarelli and Local stakeholders	no costs	Ruritage
3	to select from the information gathered the best products/experiences/services to design an integrated tourist pack	July 2020	Ruritage Staff + Local Stakeholders	no costs	Ruritage
4	to define an innovative visual identity for the integrated tourist pack	December 2021	Webeing.net	1000 Euro	Ruritage
5	To publish the integrated green tourist pack	January 2022	Webeing.net	no costs	
6	to upload it in the municipality website, in the websites of each stakeholder involved, to print it and disseminate it in the regional tourism point of information	March 2022	Sara Moreschini and Stakeholders	no costs	Ruritage

Name of the ACTION: **Natural Heritage: Path of The Blue-Grey Badlands**

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	Installation of tourist signals indicating the route	April/May 2020	Antonella D'Angelo Fabiola Pierantozzi	4.200,00 €	Ruritage
2	Installation of tourist signals with indication of local producers	April/May 2020	Antonella D'Angelo Fabiola Pierantozzi	2.800,00 €	Ruritage
3	Installation of explanatory and information signals indicating the architectural and landscape emergencies encountered along the Path	September 2020	Antonella D'Angelo Fabiola Pierantozzi	6.000,00 €	Ruritage
4	Selection of the most interesting stories with a potential narrative capital	November 2020	Gianluca Vagnarelli, Sara Moreschini, Nazzarena Agostini	5.000,00 €	Ruritage

Name of the action: **Definition of measures to incentive private investments at Appignano del Tronto with the aim of long-term sustainability of resilience and Cultural and Natural Heritage**

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	asking advisor expert in companies and bank taxation in order to identify practical measures to incentive private investments	January 2021	Antonella D'Angelo/Gianluca Vagnarelli	Euro 2.000	Ruritage
2	data collecting of banks, foundations and private investors potentially interested in Cultural and Natural Heritage projects	January 2021/June 2021	Fabiola Pierantozzi	no costs	/
3	definition of an Appignano/Ruritage investment plan , co-created with local stakeholders, for the period 2022-2025	April 2020	Antonella D'Angelo/Gianluca Vagnarelli	500 Euro	Ruritage

4	video-presentation of Appignano del Tronto/Ruritage investment plan	October 2020	Francesca Luzi	500 Euro	Ruritage
5	contacts with investors to submit it them underlining the advantages from incentives	November 2020	Antonella D'Angelo/Gianluca Vagnarelli/Sara Moreschini	1.000 Euro	Ruritage

Name of the ACTION: **PRESERVING OLD TRADITIONS integrating MIGRANTS**

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	Organization of a dinner with senior farmers, young generations, immigrants, emigrants	August 2020	Sara Moreschini, Nazzarena Agostini, Adriana Traini, Filippo Fabi Cannella, Giuliano Fares Pro Loco di Appignano del Tronto, Parrocchia San Giovanni Battista	1.000,00 €	Ruritage
2	Exhibition of typical local products and foreign foods and explanation by testimonials	August 2020	Marco Alessandrini (Conca d'Oro), Chiara Vagnoni (Oneiroi)	no costs	/

Name of the ACTION: **Community event for dissemination**

N. of activity	List of activities foreseen – name and short description	Timeline	Main responsible of the activity	Foreseen cost	Funding sources
1	ask the public event is recognized as a training course for journalists	October 2021	Gianluca Vagnarelli	no costs	/
2	communication to promote the public event through the facebook page	January 2022	Francesca	no costs	/
3	public event	February 2022	Stakeholders	500 Euro	Ruritage

Table 2 : List of Illustrations