



RURITAGE 
Heritage for Rural Regeneration

Learning from rural perspectives on adaptive heritage reuse

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 776465.

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RURITAGE in a nutshell

- RURITAGE is a project funded by H2020 programme, call “SC5-21-2016-2017: *cultural heritage as a driver for sustainable growth*” – rural regeneration (2017)
- June 2018-May 2022
- 38 partners from 19 countries around the world
- Unique EU project funded on the topic of *rural regeneration*



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Rural areas: opportunities ...

27.8% of the EU population lives in rural areas and 32% in "intermediate" areas [EUROSTAT]

around 46.5% of EU 'GVA' is created in intermediate and predominantly rural areas

European rural areas embody **outstanding examples of Cultural and Natural Heritage (CNH)**

They are cradles of civilization, repositories of old dialects and languages, of uses, handcrafts skills and social practices



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and challenges ...

Most rural areas are facing chronic **economic, social and environmental problems**, resulting in unemployment, disengagement, depopulation, reduced service provision, ageing, decline of agriculture income, inhibited accessibility, marginalisation or loss of cultural, biological and landscape diversity.

In most cases, tangible and intangible Cultural and Natural Heritage is threatened.



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RURITAGE paradigm

Improve the position of rural areas by mobilizing **local resources**, increasing their **resilience**, reinventing **business models and governance framework** and employing **policy tools** able to foster indigenous social and economic development.

Attract and retain young people, develop new business, and increase biodiversity **benefiting from CNH** in myriad ways: from the reuse and restoration of historical **buildings**, to the holistic usage of rural **landscapes** and **biodiversity** assets, including the revitalization of ancient **traditions, arts, and crafts**.



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RURITAGE Systemic Innovation Areas (SIAs)



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Adaptive reuse in regeneration practices

- **Rural Heritage Hub (RHH):** social spaces, communities of stakeholders at local level, embedded in physical spaces where knowledge transfer and sharing and other project related activities will take place.



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Izmir in Gediz-Bakircay Basins

The RHH (former school) before and after restoration. Now it is used also for training courses and other activities.

Appignano del Tronto RHH

Former nursery school damaged by the 2016 earthquake, now hosts an auditorium and RURITAGE RHH open to the community for workshops, training, internal meetings, etc.



© Appignano del Tronto



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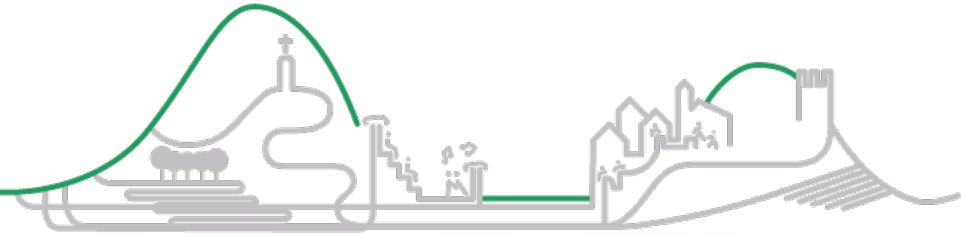
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LANDSCAPE



Diffuse adaptive reuse of built asset: the availability of many un(der)used buildings is an opportunity for new functions

- Albergo diffuso (dispersed Hotel)



Ordinary Hotel



Albergo Diffuso



Yukaribei village, Izmir, Turkey

Action 6.6 Increasing the capacity of locals for more touristic offers (accommodation, waitressing, hosting etc.)

Trainings to enhance the capacity of the locals for developing a touristic offer that shows the culture of the area as well as maintains a certain quality standard to satisfy visitors and tourists.



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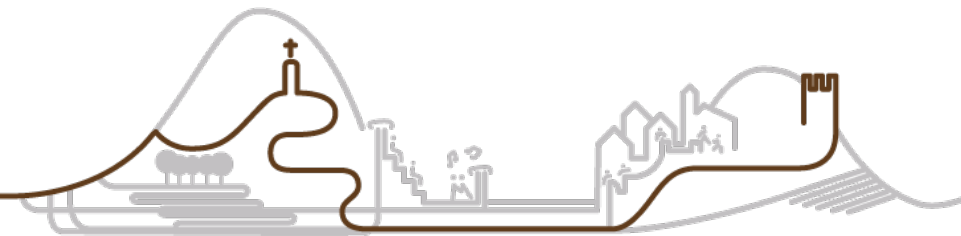
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PILGRIMAGE



- **Adaptive reuse of sacred spaces but also of the many buildings along the routes** (albergues, restaurants, bars, shops, etc.)

Camino de Santiago

The Rural Heritage Hub is located in monastery of San Zoilo in Carrión de los Condes. It was built in 948 and has hosted a mixture of culture for a millennium. Today the old monastery has the function of a hotel, which can host more than 300 visitors.



<http://www.jacobeo.net/index.php?m=etapas&ruta=2&etapa=4&cab=&nad=139&loca=25>



Google maps



<http://www.jacobeo.net/index.php?m=etapas&ruta=2&etapa=4&cab=&nad=139&loca=25>



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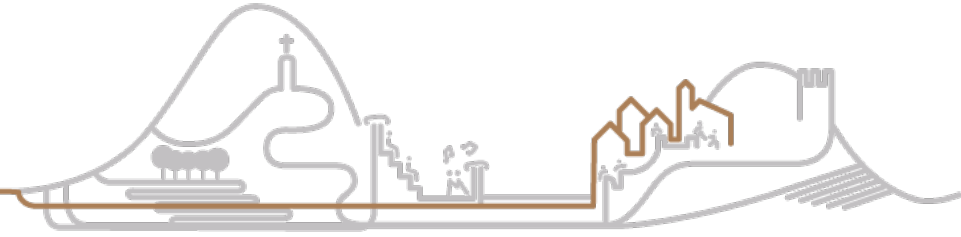
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RESILIENCE



- For bringing back life after a natural/social/economic disaster, new functions can be hosted in old buildings and public spaces



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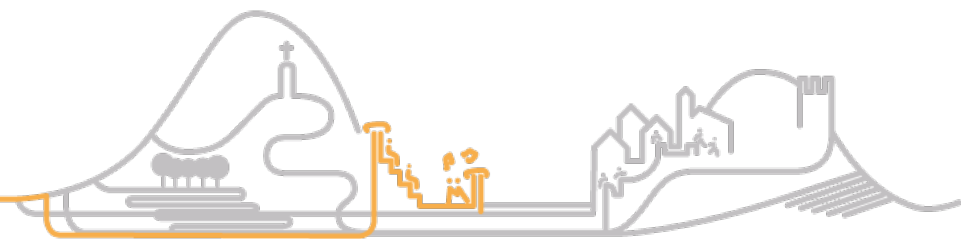
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ART & FESTIVAL



- In non-urban places and spaces, it is possible to find venues at affordable prices, of different and inspiring types, in attractive settings, linked to other cultural “offers”.

Take art

The whole idea of rural touring is based on cooperation and getting people together. The outcome is a social meeting place for locals which creates a sense of belonging and pride within the rural communities.



Negova village

Negova Castle has been recognized as cultural monument of national importance. Today the castle hosts multiple functions such as business meetings, reception, educational activities, Tourist Information Centre, domicile of the Photographic Federation of Slovenia which organizes exhibitions of photographers.



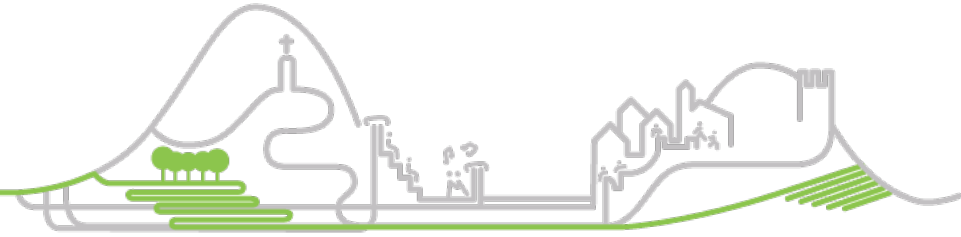
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LOCAL FOOD



Agroecological innovation in Trento

The territory of “Giudicarie Esteriori” covers a huge area where traditional local food production is strongly connected within the development of tourism.

Agritourism



DaRE Puglia, Experiences *Contadinner*



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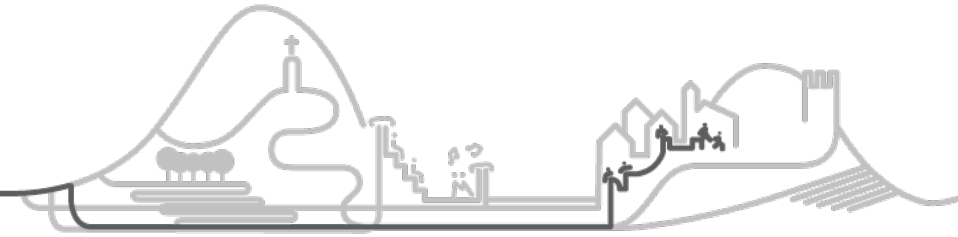
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MIGRATION



PIAM, Asti. Villa Quagliana

In 2014 due to an emergency, the Prefecture of Asti requested an increment in hospitality structures for migrants. PIAM Onlus, with the help of COALA consortium, obtained the gratuitous loan of a property, an ancient semi-abandoned villa with a few hectares of land: Villa Quagliana.



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MIGRATION



PIAM, Asti.

Production of Modibò, a new wine made from the mix of Barbera, a local vine variety and Syrah, from the eastern mediterranean area



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About the governance. What we learned

- **Collaboration among stakeholders** and **training** are crucial to transform initial capitals in job and economic opportunities
- The success of the RM was in many cases the result of a combination of **planned and unexpected circumstances**
- In many cases, stakeholders were able to take **advantage of opportunities** given by external factors and align them with the planned process
- **Key stakeholder** with leadership and influence capacity is necessary to ensure the financial, political and technical coordination and support to the regeneration
- Actions usually are **not consecutive** in the process and their different typology (knowledge building actions, governance actions, financing actions...) **coexist in the same timeline**
- Usual types of governance models are the ones with a **high level of community participation**



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Thank you for the attention!





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