

THE 9 *BEST PRACTICES* THAT GUIDE THE **BORGOALIVE!** PROJECT

The borghi joining the **BORGOALIVE!** project are **proactive communities** that develop and implement strategic plans to revive the places they inhabit.

Each borgo operates in compliance with the **Best Practices Guidelines** drawn up by the CEA, in collaboration with its project partners.

These are the same **Best Practices** that guide the borgo and encourage it to continue in the regeneration path undertaken, supported by the **BORGOALIVE! Platform**.



FORUM

Recovery of a symbolic building of the borgo that becomes the centre of its rebirth. This space is the catalyst for the borgo, the place where activities for the enhancement and promotion of the territory converge: it functions as a recreational cultural centre, a support for territorial excellence and for a shared and strategic planning. Management is entrusted to community cooperatives.



SMART

Within this context, all the **Best Practices** identified are intertwined: on the one hand, investments in **technological infrastructures** and **widespread connectivity** to ensure the use of new remote smart working systems for inhabitants and visitors of the borgo (adjustment to the BUL plan, public Wi-Fi with free access in strategic points and near the main touristy sites); on the other hand, **adoption of platforms for the digital management of innovative services** addressed to people and to the community (e.g. IoT).



GREEN

The borgo adopts **energy efficiency practices for buildings and networks** (from renewable sources or, in any case, with a low impact on the environment); **environmental and landscape safeguards** and general **sustainability** of the projects undertaken; **circular economy**.



MOBILITY

The borghi, in most of the cases designed for the liveability of medieval times, develop **new infrastructures for the accessibility** and they increase **public and private transports**: facilities offered by smart-mobility, sharing-mobility and IoT solutions for smart-parking.



HEALTHCARE

Development and integration of online and local health services; other innovative services aimed to improve the well-being of the single person and that of the community.

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RECOVERY

Recovery of neglected and/or unused properties to reduce further public land consumption, while **optimizing the existing architectural heritage**: the buildings are **secured, restored** and turned into Albergo Diffuso, multifunctional centres, students campuses; **social housing** solutions in response to the different residential needs and to accommodate new inhabitants within the dynamic smart community, also through the creation of spaces for socializing in agreement with the principles of **urban redevelopment** and **energy saving**.



YOUTH

Involvement of young people in the study of **local development programs; agreements/conventions** with regional, national and/or international **universities**: organization of campuses for hosting students who want to get in contact with the borgo by activating research or other exchange programs; **new residential policies** of the smart community.



CULTURE

Enhancement of the landscape and cultural heritage of the borgo (places of interest, traditional handmade products, agri-food excellence, etc.) by offering bespoke itineraries and **new methods for touristy fruition** (enabled by digital technologies); **to participate in local or international calls** for supporting the promotion of the creative, artistic and cultural activities of the borgo.



COOPERATIVE

Creation of '**community cooperatives**' in which the inhabitants of the borgo are able to directly organize and manage some services for residents and visitors, thus leading to a growth in job opportunities: **the citizen is a member and a user of the services provided**. Among the most relevant: environmental services and renewable energy supply chain, sustainable and inclusive tourism, maintenance activities, education, transport, social and health services, commercial activities.