



How Smart Rural 21 supported Ostana

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Why Ostana?

- **185 applicants from all over Italy:** a competitive evaluation process
- **The smallest village among the applicants:** 85 residents, but a strong network of connections and projects
- **A great story:** how a village can fulfill its potential of innovation at its best
- **A powerful testing ground:** how a Smart Strategy can have a strong impact on the local community

Challenges and solutions

- **The definition of the priorities:** how to bring innovation where a strong idea of local development is already settled
- **The participatory process:** how to structure a process in a place where participation is carried out on daily basis
- **The innovative actions:** focus on topics/challenges with a strong potential

The Smart Village Strategy

- **A collective project:** solid basis on the idea of living in the Alps in an innovative way
- **Fostering the arrival of new permanent residents:** actions to promote attractiveness and contrast depopulation
- **Promoting sustainable modes of transport:** concrete actions for residents and tourists
- **Making culture a driver for growth:** a diversified, contemporary cultural offer

The Objectives of the Strategy

- **A green community:** sustainable mobility and management of natural resources
- **Better housing for all:** between regeneration of unused structures and new financial schemes
- **Social innovation and community cohesion:** cultural actions and new services for different types of audience

Possible strenghts to the implementation

- **A resilient community:** able to cope with rapid and unexpexcted changes
- **A solid community spirit:** decisive for the recovery and for keeping the community alive
- **A motivated project team:** mediation among different issues (public, private, community)
- **A strong political committment:** continuity with the idea of Ostana's revival carried out in the previous decades

Possible obstacles to the implementation

- **Access to broadband:** an issue shared with other inner and mountainous areas in Italy
- **Mobility:** connection with local/regional transport hubs
- **Lack of affordable housing:** a decisive element for ensuring a social mix
- **Reduction of national investments:** need of funding for basic services (road maintenance, etc.)

The actions of the Smart Strategy

- **Sustainable mobility:** shuttle bus, intermodality areas, car pooling system
- **Social and innovative housing:** new opportunities for temporary (chestnut cabin) and long-term housing (dialogue with tenants)
- **Culture and social innovation:** consolidation of the contemporary cultural centre Lou Pourtoun, launch of the Ostana Residency Programme

How Smart Rural 21 is supporting Ostana

- **Development of the Smart Strategy:** support to methodology, co-creation and definition of priorities
- **Support to the implementation:** Smart mobility solutions, co-development call for temporary residency
- **Innovative funding schemes:** EU programs (Horizon Europe, Alpine Space), connection with NCP, research centres and national authorities
- **Knowledge sharing:** innovative solutions from Italy and Europe, connection with other initiatives

What have we learned?

- **A small village, a wealth of knowledge:** the power of narrative for Ostana's future
- **A model replicable in other Italian villages:** living mountain and inner areas in a different way
- **Adaptive smart rural strategies:** a replicable model for other Italian municipalities
- **People have the power:** the stories of the residents and Ostana's wider community as smart human asset



Thanks!

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