

# Highlights of the Ostana Smart Village Strategy

## Italy



### About Ostana

The Municipality of Ostana is one of the smallest villages in Italy, an Occitan multi-centric settlement facing the Monviso mountain and located in Piedmont region about 60 km southwest of Turin and about 45 km northwest of Cuneo. The village is inhabited by only 89 residents, a large majority of which is living in Ostana for a couple of decades, more precisely since the 1980s when a process of re-settlement slowly started and contributed to creating a cohesive local community.

The activation of a strong system of relationships and alliances with innovators, academia and knowledge centres was a crucial element for making Ostana a laboratory for innovative solutions of sustainable architecture and smart living. Ostana is a collective project about living in the Alps in a contemporary and *glocal* way and is recognised as a leading model of alpine regeneration.

### Key challenges & assets

Increasing the number of residents in Ostana is one of the main challenges that the village is facing, with the objective of consolidating services at the local level. While Ostana has been mostly perceived over the years as a beautiful destination for tourists, the village aims at attracting new residents and potential entrepreneurs and innovators who can contribute to social and economic growth.

Ostana is facing other major challenges, such as increasing the amount of affordable housing solutions and getting a better connection to fast broadband (a challenge shared with most of the Italian villages located in mountainous and inner areas), but also improving a sustainable mobility system.

A cohesive and integrated local community, the presence of high-quality public infrastructures and the local Monviso natural biosphere are considerable assets for creating interesting opportunities for new temporary or permanent residents.



# Main objectives of smart village strategy

**Objective 1:** Ostana Green Community

**Objective 2:** Housing

**Objective 3:** Culture and Social Innovation

## What is smart?

### Community Participation in Strategy Development

The Smart Strategy was developed collecting inputs expressed by Ostana's residents and a wide range of local and regional stakeholders. The development of the Smart Strategy was an opportunity to develop a vision for the medium and long terms, as well as to consolidate a local participatory scheme which may be decisive to increase collaboration with social enterprises and innovators willing to invest in Ostana.

### Links to other strategies

- ✓ **Local strategy of valorisation of architectural heritage** – the Smart Strategy aims at attracting new residents and stronger collaboration with universities and research centre while using its sustainable buildings regenerated in the framework of an ongoing strategy rewarded at the international level.
- ✓ **Local sustainable mobility strategy** – the Smart Strategy will contribute to the introduction of new forms of sustainable mobility, in line with the action carried out to reduce CO<sub>2</sub> emissions and to better connect Ostana to other cities of the province.
- ✓ **Local strategy for preservation of the Occitan culture** – the Smart Strategy aims to extend the range of cultural services and activities with a calendar of meetings and events for residents and visitors.
- ✓ **Local Plan for Energy and Climate** – the Smart Strategy will contribute to the implementation of the main priorities of the plan developed by the village in the framework of the Covenant of Mayors.
- ✓ **LEADER Activities** – GAL Terre Occitane.

### What smart actions are implemented and planned?

- ✓ Definition of a multidisciplinary temporary residency programme to attract developers, creative people, planners and other aspiring 'city quitters' who can move temporarily to Ostana and put their knowledge and skills at the service of the local community.
- ✓ Creation of a car pooling system and reinforcement of the system of charging stations for e-bikes and e-cars
- ✓ Organisation of Open Days for new potential permanent residents.
- ✓ Creation of an all-year-long cultural programme for residents and visitors.

