



## Ostana – Smart Rural 21 – Strategic plan

## Table of contents

1. Planning	4
2. Organization	5
3. Dissemination and involvement	7
4. Investments scheduling	8
5. Financial resources for implementation	10



**European Union**  
European Regional  
Development Fund

13



**European  
Social Fund**

13



transition period 21-22

13



13



NEGU application- some action lines

14



for NEXTGEN funds application

14



15



*Developed in the framework of the Smart Rural 21 project in support of Ostana*

*Supported by*



16



16



16

## 6. Conclusions

17

## Introduction

Identified objectives, actions and indicators to achieve the general objective of to keep the village alive and give services to new and actual inhabitants through smart mobility, social housing, cultural and social innovation, forest management, in relation to the theme of mobility, it is necessary outline how to transform all this into a strategic intervention plan, structured in the phases described below.



## 1. Planning

Starting from the analysis of the type of objectives and actions described above, it is necessary to provide for a permanent action of design and planning of interventions, identifying for each of them:

- Sponsor: that is the subject who support the value of the shares and promote them, not necessarily only in a financial way, to create a favorable context
- Project managers, or the person or persons identified for the implementation of the individual actions
- Suppliers and operators of the necessary services and goods
- Supporting financial sources

- Methods of maintaining the activities and economic sustainability in the medium term

At the same time, it is necessary to provide a periodic review of both the individual actions and the overall plan, as part of a permanent design and redesign capacity both to improve results and to be more in keeping with the needs and evolutions determined by external projects or initiatives that impact on the territory.

The best development of planning and programming skills will be the possibility of developing regulations, or operational regulations, at the local level that make projects permanent, making them become a characterizing asset of the territory, such as shared rules of the community to manage vertical issues, which can be those of mobility, but not only.

## **2. Organization**

In order to keep the development and qualification process of the territory alive, according to the guidelines indicated for sustainability and social dimensional growth, it is necessary to have an organization that guarantees the implementation of the plan on a permanent basis, through projects and the turnover of people. involved.

To do this, while the local administration acts as a guarantor and regulator of the methods of implementation and compliance with the rules, it is appropriate to identify the broadest forms of participation and presence of the resident population as well as users or temporary present, in the different forms of subjects economic and demographic classes.



A permanent assembly of the various subjects, possibly gathered in homogeneous reference groups (companies, elderly, non-working residents, young people, vacationers, etc.) offers



not only elements for comparison, analysis and validation of strategies and actions, but allows always have new forces to involve in the various activities to be put into practice.

Following the traditional organizational principles it is advisable for this assembly to have a unitary representative (a president?) Obviously timed, as well as a steering committee that organizes the various activities and of the managers of individual projects, more or less permanent, with a general secretary at guarantee a unitary coordination.

This structure does not replace the municipal or local administration in any way, but it can be the operational and steering arm for all those areas not regulated by the state authority and left to the local management or rather the individuals, where, if in a metropolitan area or too large obviously dilute their contribution value, in a small community they represent sharing and the capacity for growth and resilience with respect to shared environmental and social values.

In addition, this bottom-up organization can also become a civil and economic subject for the operational management of specific activities, from assistance to agricultural production to land maintenance, energy management, mobility, etc., through the classic forms of the community cooperative, association or participation foundation.

The rules, objectives and parameters of sustainable development that a community decides to share can also find an official form, that is corporate, as an operational and safeguard guarantee, as a further qualification to what is determined by the legislation.



### **3. Dissemination and involvement**

In order to activate a two-way channel with citizens and those who live even temporarily in the municipality, it is necessary to provide for both a feedback action, or provision of services or residential quality conditions, understood as access to mobility but also conservation and qualification of the territory, which of listening and interaction in this case on the one hand to verify the degree of positive acceptance of the actions and interventions carried out and on the other hand to collect proposals and active participation in the implementation of projects.

It is therefore a question of activating 3 types of interaction:

- 1) towards residents: making new opportunities available
- 2) by residents:
  - a) collecting the degree of acceptance and adhesion to the opportunities activated
  - b) welcoming them within the design and implementation operational groups

The ways in which to manage the interaction can range from the more traditional periodic meeting, to full social interaction, through paper forms of newsletters, convivial moments, seminars, etc. depending on the age groups and times of the year.

The same approach can be followed for the level of interaction with the geographical areas, or the neighboring municipalities, by modeling the interaction:

- 1) towards the Municipalities: opening the possibility of expanding new services and new assets to a wider area
- 2) from the Municipalities:
  - a) verifying the level of replicability or reusability of the interventions and the consequent level of adhesion and adaptation to individuals of the opportunities activated
  - b) developing new extended design groups

If the second level of dissemination can be identified with the aim of setting up the solutions for mobility and territorial qualification adopted, after making them available for its own

network of inhabitants, third level dissemination, i.e. towards comparable territories but not necessarily contiguous, it can be oriented towards an inverted objective, that is to better qualify one's own initiatives, drawing qualitative elements from research and development paths which differ in origin and application. In summary, the interaction can be remodeled as:

- 1) towards external territories: promote and disseminate the solutions adopted as an opportunity for project exchange
- 2) from external territories:
  - a) collect evaluations and suggestions to improve their interventions
  - b) stimulate the standardization of interventions at the level of comparable areas, both in order to stimulate extended intervention policies and to qualify a possible market of interest for the interests of companies to develop products and solutions, and also to define adequate skills and training courses able to make the territories also attractive for new residents

Regarding the methods proposed for the management of the organization, the different operational forms can be found to manage the different levels of dissemination, within the program of information, training, planning and implementation activities envisaged.

#### **4. Investments scheduling**

Using the community planning model as a reference, it should be noted that the interventions of a local administration, in addition to ordinary activities, focus on 3 types:

- investments in physical assets or equipment, normally to be made available to the population or to businesses to fill any market gap in the area
- create the conditions to make it possible to activate services normally designed for different dimensions or orographic and demographic characteristics
- to act promptly, usually with actions towards people, to resolve defects in general policies

Remembering as if the fiscal, welfare, educational, health policies etc. towards people are the responsibility of the national or regional administration, as well as the regulations for



economic activities, both in terms of authorization and taxation, local administrations are left with only a few areas which, although highly relevant, often require extraordinary interventions and funds, since local tax revenues are few and always very sensitive for residents. At the same time, it is necessary that in addition to the investments in assets, the management and maintenance of the same is foreseen, trying to transform them into services capable of self-sustaining.

Returning to the first interventions indicated, we can consider among the investments in assets more of local competence:

- integration of charging points for bikes, in order to better infrastructure the territory, and possibly also for vehicles
- monitoring systems and wireless connectivity to allow for dynamic management of land occupation (i.e. parking lots) and consequently reducing the risk of the digital divide
- qualification of trails and signs



Obviously, for all these or similar initiatives, it is necessary to identify timely funding that will allow the intervention to be carried out and then structure a maintenance and conservation method. In a similar way it is necessary to provide for communication and dissemination activities, the only ones of an ongoing nature for which it is necessary to leverage the revenue, fiscal and tariff capacity of the administration.

The other actions indicated, from public transport to the offer of mobility in sharing, be it with vehicles, bikes or other, represent innovations in the offer of services that normally, even if controlled, are supported by private purchases of a car, a ticket, a season ticket, a rental. The action of the local administration therefore becomes more that of scouting for ideas, resources and above all private actors able to take on the management of a market service on their own, even if mitigated in the start-up or management by the presence of a public actor.

In this case, the administration, as well as the planner, facilitator and promoter, can take on the role of catalyst for public funds that facilitate the start-up and investments of a more private nature. Its greatest capacity therefore becomes that of regulation and planning, or rather of designing its own territory in social, environmental and economic terms. The problem becomes to attract the appropriate skills that help this path in a qualified way, avoiding the risk of self-compliant isolation. This is why constant actions such as those of the Municipality of Ostana to have the presence of research, interaction and hospitality activities for young researchers and university centers is extremely fundamental.

The issues already illustrated both of the organization for a permanent design and the mobility development plan return, as a framework for interventions and the search for funding to accelerate projects and development paths.

## **5. Financial resources for implementation**

The 2021, for a series of events and moments of exogenous economic planning, represents a moment of very strong renewal of extraordinary financial instruments for development, sustainability and post-pandemic support activities. The community guidelines of digitization and sustainability provide the basis for all types of intervention for a harmonious development, without resorting to traditional sectoral intervention lines. This obviously qualifies planning and participatory work even more, with the consequent need to involve adequate skills and expand the subjects involved.

While on the one hand local tax revenues are not increasingly oriented towards guaranteeing essential territorial services, on the other hand, new investments can draw on new tools by

involving the business economy sector as a stimulus for innovation and sustainability of new services over time.

We highlight below some opportunities and guidelines applicable to the interventions illustrated in the document, especially with reference to Next Gen EU and its variations.

Activities	Interreg Alpine Space	Central Europe	EuroMED	DSU - Piemonte	PNRR	PSR transition 21-22	Just Transition Found JTF	Horizon
1.1 development of mobility consistent with the territory, or the use of footpaths	<b>X</b>							
1.2 activation of individual mobility services such as e-bikes, car and van sharing, or car pooling	<b>X</b>	<b>X</b>	<b>X</b>		<b>X</b>		<b>X</b>	<b>X</b>
1.3 activation of electric collective public transport services	<b>X</b>				<b>X</b>			
2.1 installation of charging points for bikes and vehicles in the various hamlets	<b>X</b>							<b>X</b>
2.2 development of a regulation for mobility	<b>X</b>	<b>X</b>	<b>X</b>					
2.3 activation of a community van sharing service	<b>X</b>				<b>X</b>		<b>X</b>	<b>X</b>

Overall, the 2021-2027 programming, which is in its initial stages, allows you to operate on:

- Green innovation
- New forms of employment
- New forms of territorial governance

Therefore, funds can be identified that are more oriented to:

- Methodological and organizational development
- Training and upskilling for new forms of land and service management
- Investments in terms of:
  - o Acquisition of assets, for which to activate new management and sustainability methods in a public-private partnership
  - o Research projects and experimentation of innovative solutions especially in terms of the adoption of digitization and green oriented processes

Few are currently operational calls, essentially some actions of the Funds for European Cooperation and Horizon. For the cohesion funds and for all the NextGen interventions, it is necessary to wait until the beginning of 2021.

Unfortunately, the rural development and agricultural policy funds have only now had the multiannual fund plan approved and will therefore take longer to become operational.

Some elements characterizing the main lines of intervention are summarized below:



### European Union

European Regional  
Development Fund

A Europe closer to citizens by promoting sustainable and integrated development of all types of territory and local initiatives (SO 5)

ii) Promote integrated and inclusive social, economic and environmental development at the local level, culture, natural heritage, sustainable tourism and safety in areas other than urban ones

RCO 74 - Population affected by projects included in integrated territorial development strategies \*

RCO 75 - Integrated territorial development strategies benefiting from support \*

RCO 76 - Integrated territorial development projects

RCO 80 - Community-led local development strategies supported \*

RCO 112 - Stakeholders who participate in the preparation and implementation of integrated territorial development strategies



### European Social Fund

Achieve high levels of employment, equitable social protection and a skilled and resilient workforce ready for the world of work of the future, as well as inclusive and cohesive societies aimed at poverty eradication



### transition period 21-22

The Piedmont Region has reduced funds for rural development



Investments for jobs and growth

- ❖ investments in technology deployment as well as in affordable clean energy systems and infrastructures, including energy storage technologies, and in the reduction of greenhouse gas emissions;
- ❖ investments in smart and sustainable local mobility, including the decarbonisation of the local transport sector and related infrastructure;
- ❖ investments in digitization, digital innovation and digital connectivity;
- ❖ investments for the enhancement of the circular economy, including through the prevention and reduction of waste, the efficient use of resources, reuse, repair and recycling;



### NEGU application- some action lines

- ❖ Integrated urban plans (EIB Fund of Funds - M5C2, intervention 2.2 b);
- ❖ Development and resilience of enterprises in the tourism sector (Fondo dei EIB Funds) - M1C3 intervention 4.2.3.
- ❖ Operational technical support for the measures under the responsibility of the Ministry of Agricultural, Food and Forestry Policies
- ❖ Municipal interventions on energy efficiency, sustainable mobility and urban regeneration
- ❖ Municipal interventions regarding the safety of buildings and enhancement of the territory
- ❖ Fund for the Digital Environment
- ❖ MINISTRY OF CULTURE: ATTRACTIVITY OF THE VILLAGES
- ❖ Collaborative assignments to support the proceedings administrative related to the PNRR and public



### for NEXTGEN funds application

- OP 1. Smarter Europe
  - ❖ Strengthen research and innovation capacities and the introduction of advanced technologies
  - ❖ Allowing citizens, businesses and public administrations to reap the benefits of digitization
  - ❖ Strengthen digital connectivity
    - OP 2) A greener and low carbon Europe
  - ❖ Promote renewable energies
  - ❖ Develop locally intelligent energy storage systems, networks and facilities
  - ❖ Promote climate change adaptation, risk prevention and disaster resilience
  - ❖ Promote the transition to a circular economy
  - ❖ Strengthen biodiversity, green infrastructure in the urban environment and reduce pollution
  - ❖ Promote sustainable multimodal urban mobility
    - OP4. A more social and inclusive Europe
  - ❖ Increase the socio-economic integration of marginalized communities, migrants and disadvantaged groups
  - ❖ Strengthen the role of culture and sustainable tourism in economic development, social inclusion and social innovation
    - OP 5. Europe closer to citizens
- ❖ Promote integrated social, economic and environmental development at local level, cultural heritage and security, including for rural and coastal areas, inter alia through community-led local development initiatives





Policy objective 2 - A greener, low-carbon transitioning towards a net zero carbon economy and resilient Europe by promoting clean and fair energy transition, green and blue investment, the circular economy, climate change mitigation and adaptation, risk prevention and management, and sustainable urban mobility (PO 2) with

- ❖ Priority 1: "Climate resilient and green Alpine region"
  - Specific objective "Promoting climate change adaptation and disaster risk prevention, and resilience, taking into account eco-system based approaches "
  - Specific objective "Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution "
- ❖ Priority 2: "Carbon neutral and resource sensitive Alpine region"
  - Specific objective: "Promoting energy efficiency and reducing greenhouse gas emissions "
  - Specific objective: "Promoting the transition to a circular and resource efficient economy "

Policy objective 1: "A more competitive and smarter Europe by promoting innovative and smart economic transformation and regional ICT connectivity (PO 1) "with

- ❖ Priority 3: "Innovation and digitalization supporting a green Alpine region"
  - Specific objective: "Developing and enhancing research and innovation capacities and the uptake of advanced technologies "
  - Specific objective: "Reaping the benefits of digitization for citizens, companies, research organizations and public authorities "

Interreg specific objective 1: "A better Cooperation governance" with

- ❖ Priority 4: "Cooperatively managed and developed Alpine region"
  - Action: "Enhance institutional capacity of public authorities and stakeholders to implement macro-regional strategies and sea-basin strategies, as well as other territorial strategies. "



#### Priorities

##### Priority 2: Cooperating for a greener central Europe

- ❖ PO2 - (vi) Promoting the transition to a circular and resource efficient economy
- ❖ PO2 - (vii) Enhancing protection and preservation of nature, biodiversity and green infrastructure, including in urban areas, and reducing all forms of pollution
- ❖ PO2 - (viii) Promoting sustainable multimodal urban mobility, as part of transition to a net zero carbon economy

##### Priority 3: Cooperating for a better connected central Europe

- ❖ PO3 - (iii) Developing and enhancing sustainable, climate resilient, intelligent and intermodal national, regional and local mobility, including improved access to TEN-T and cross-border mobility

##### Priority 4: Improving governance for cooperation in central Europe

- ❖ ISO 1 - A better cooperation governance



##### Priority 1: Smarter MED

- ❖ Developing and enhancing research and innovation capacities and the uptake of advanced technologies

##### Priority 2: Greener MED

- ❖ Promoting the transition to a circular and resource efficient economy (
- ❖ Promoting climate change adaptation and disaster risk prevention, resilience, taking into account eco-system-based approaches
- ❖ Enhancing protection and conservation of nature, biodiversity and green infrastructure including in urban areas and reducing all forms of pollution

##### Priority 3: MED GOVERNANCE



##### HORIZON-CL5-2021-D6-01 Safe, Resilient Transport and Smart Mobility services for passengers and goods

- HORIZON-CL5-2021-D6-01-03: Physical and Digital Infrastructure (PDI), connectivity and cooperation enabling and supporting CCAM (CCAM Partnership)
- HORIZON-CL5-2021-D6-01-05: Analysis of socio-economic and environmental impacts and assessment of societal, citizen and user aspects for needs based CCAM solutions (CCAM Partnership)
- HORIZON-CL5-2021-D6-01-07: More efficient and effective multimodal freight transport nodes to increase flexibility, service visibility and reduce the average cost of freight transport

## 6. Conclusions

The smart village process and strategic planning is the continuation of what has been initiated by the previous administrations in Ostana long term development, based on the recovery of local skills but above all in the attraction of new skills for innovation and sustainability.

For a territory, having a permanent structure for the study, design and development of the area is essential, both by adopting a methodology consistent with European guidelines and sustainability processes, and by interacting with external skills and research centers.

The implementation of the strategy will be managed also in close collaboration with other local actors, with the aim of sharing responsibilities in terms of design of the actions on specific topics, involving stakeholders active at different levels.

The knowledge, replicability and adaptation of different solutions can allow the area to grow in a very short time. As illustrated, there may be multiple external financial support tools, but the key points are always and only two:

- the presence of a shared local regulation
- the presence or attraction of subjects who decide to join the project and become prime players in the implementation and management of interventions, services and studies for the growth of the territory.





Strategie, Innovazione, Ricerca e Organizzazioni Srl  
SIRIO Srl

**Marco Volontà**

Corso Vittorio Emanuele 44  
10123 Torino  
Italia

[info@siriosolutions.it](mailto:info@siriosolutions.it)



Contract No AGRI-2019-409 supported by the European Union contributed to the results presented in this document. The opinions expressed are those of the contractor only and do not represent the Contracting Authority's official position.



---

Prepared in the framework of the 'Preparatory Action on Smart Rural Areas  
in the 21<sup>st</sup> Century' project funded by the:

