



CIRCULAR MODELS LEVERAGING INVESTMENTS IN CULTURAL HERITAGE ADAPTIVE REUSE

How to cope with the territorial degeneration of non-core areas?
A landscape-based proposal for the mapping of territorial capital

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The issue of non-core areas is relevant within the paradigm of circular economy because:

- It is not possible to make operative the territorial circular paradigm without planning a balanced development able to solve the **gap between core and non-core areas**

WHY → Non-core areas include the **most of relevant resources** necessary to the livelihood of core areas

→ In a circular perspective, it would be useful to aim at a **more balanced relation** between the more and more increasing consumption of the metropolitan areas and the marginalization of the non-core areas

SO THAT → **The issue of marginalized non-core areas is not a marginal issue!**

Developing a landscape-based proposal for the mapping of the territorial capital for the Italian non-core areas

WHY? → We argue that **mapping** means to make visible, to narrate, to communicate, to make aware of territorial capitals in these contexts and it could be a driver to attract **investments** as well as stimulate territorial **networks**

HOW? → **Systemic approach** for realizing the “circular economy” paradigm at territorial level



IN THE SCIENTIFIC DEBATE AND POLITICAL AGENDA, SOLVING THE GAP BETWEEN CORE AND NON-CORE AREAS IS BECOMING PIVOTAL FOR ACHIEVING A MORE BALANCED TERRITORIAL DEVELOPMENT

The emerging issues regard how to **reverse marginalization** trend in non-core areas by carrying out approaches able to enhance **territorial capital** and **social cohesion**.

Depopulation processes, land maintenance reduction, decay and abandonment of the cultural heritage and landscape make these areas **less and less attractive** for people and traditional business. In a longer-term perspective, these conditions will lead to **spiralling-down effects** and determine a “**territorial degeneration**”, with environmental and social costs.

In many of these contexts, **landscape** is a specific asset that should be enhanced as driver to trigger **new development dynamics**, to achieve **local attractiveness and competitiveness**.

THERE IS AN OPEN DEBATE ABOUT:

- SINGLE FORMS OF CAPITAL
- MULTIPLE FORMS OF CAPITAL
- TERRITORIAL CAPITAL
- METHODS TO ANALYSE CAPITALS

Table 1. Main forms of capital in some "capital frameworks"

	Built capital	Cognitive capital	Creative capital	Cultural capital	Ecological capital	Economic capital	Entrepreneurial capital	Environmental capital	Financial capital	Human capital	Infrastructural capital	Institutional capital	Natural capital	Physical capital	Political capital	Produced capital	Relational capital	Settlement capital	Social capital	Symbolic capital
<i>Forms of capital in publications not related to the concept of territorial capital</i>																				
Kitson <i>et al.</i> (2004)			X							X	X	X				X				X
Emery and Flom (2006)	X			X					X	X			X		X					X
Huggins and Izushi (2008)			X						X											
Agarwal <i>et al.</i> (2009)				X		X		X												
Stimson <i>et al.</i> (2011)			X																	
Carayannis <i>et al.</i> (2012)						X														
<i>Forms of capital in publications related to the concept of territorial capital</i>																				
van der Ploeg <i>et al.</i> (2008)				X	X	X														
Camagni (2009c)	X		X																	
Affuso and Camagni (2010)	X		X																	
Ventura <i>et al.</i> (2010)			X			X		X												
Affuso <i>et al.</i> (2011)	X		X																	
Beletti and Marescotti (2011)			X			X		X												
Berti (2011)			X			X		X												
Brsili (2011)	X							X												
Brsili <i>et al.</i> (2012)	X							X												
Mazzola <i>et al.</i> (2012)	X						X													
Servillo <i>et al.</i> (2012); Atkinson (2013)	X		X			X		X												
Bogdanov and Nikolčić (2013)			X			X		X												
Camagni (2014)	X		X					X												

Table 2. Some features of territorial capital analysis: a comparison

	Applied methods	Case study	Period	Dimensions of territorial capital
Affuso and Camagni (2010)	MASST model (econometric model)	Provinces of "Latin Arc" (NUTS 2, 3)	Long-term approach	Infrastructural capital, settlement structure, sectoral and natural specificities, social and relational capital
Rota (2010)	Overview of literature, interviews, questionnaires	6 MNCs in Turin	Mid-2000's	Relational private services, cooperation networks & governance of land and cultural resources, proprietary networks and collective goods, relational capital, agencies for R&D transfer, receptivity and connectivity, agglomeration and district economies
Affuso <i>et al.</i> (2011)	MAN-3 model (econometric model)	Provinces of "Latin Arc" (NUTS 3)	Long-term approach	Infrastructural capital, productive capital, cognitive capital, social and relational capital
Berti (2011)	Description of structural characteristics, in-depth analysis	Lunigiana	2007-2008	Environmental capital, economic capital, human capital, cultural capital, social capital, institutional capital, symbolic capital
Brsili (2011)	Principal component analysis	118 cities of the EU	2006-2007	Productive capital, cognitive capital, environmental capital, infrastructural capital, settlement capital
Camagni <i>et al.</i> (2011)	Descriptive analysis, cluster analysis, analysis of variance, spatial autocorrelation	Italian provinces (NUTS 3)	2006 (most of the data)	Relational capital, human capital
Pompili and Martinoin (2011)	Factor analysis, cluster analysis	Italian provinces (NUTS 3)	Long-term approach	Cultural capital, natural capital, human capital, economic performance, tourism, labour
Veneri (2011)	Principal component analysis	Italian provinces (NUTS 3)	2001 (most of the data)	Social capital, socio-cultural identity, spatial organization of activities and governance
Brsili <i>et al.</i> (2012)	Standardizing, index construction	Italian provinces (NUTS 3)	2002-2004, 2009	Productive capital, cognitive capital, social capital, relational capital, environmental capital, human capital, settlement capital, infrastructural capital
Casi and Resmini (2012)	OLS regression, treatment effect estimation	264 regions of the EU + 25 manufacturing and service sectors	2001-2003, 2005-2007	Only social capital: generalized morality, relational capital and closed social capital

Landscape

“...means an area, as perceived by **people**, whose character is the result of the action and **interaction** of natural and/or human factors”

“...might be considered outstanding as well as **everyday** or **degraded** landscapes” (*European Landscape Convention, 2000*)

Historic Urban Landscape

“Urban area understood as the result of a **historic layering of cultural and natural values** and attributes, **extending beyond the notion of “historic centre” or “ensemble”** to include the broader urban context and its geographical setting”
(*UNESCO Recommendation on the Historic Urban Landscape, 2011*)

What does it mean to deal with *territorial capital* and *landscape* in *non-core areas*?

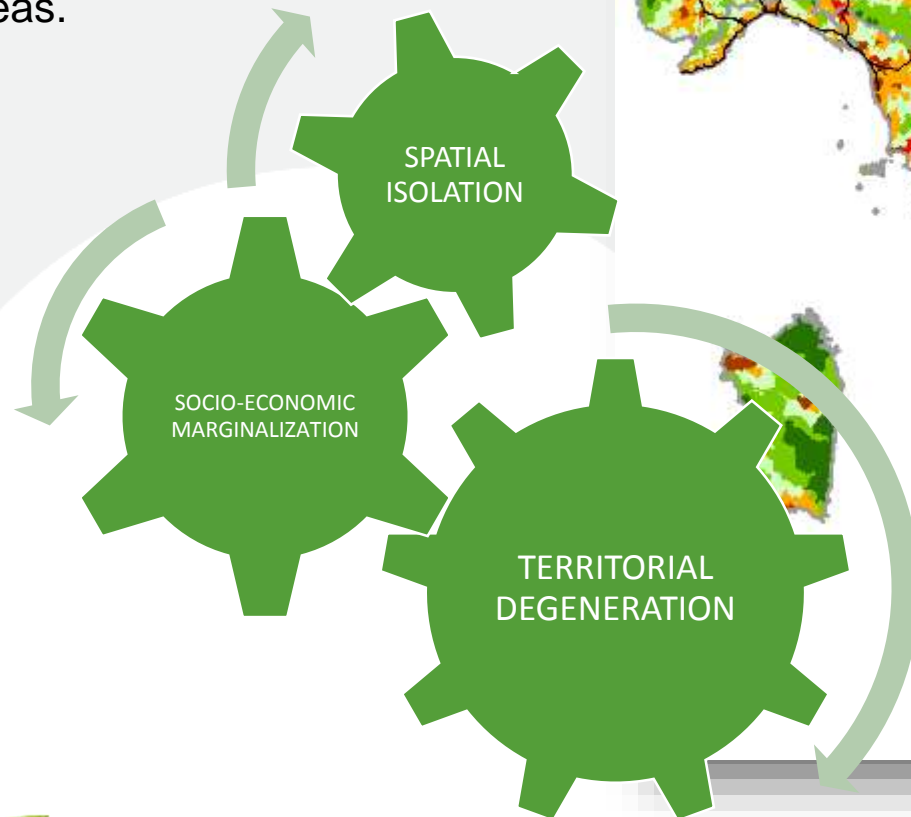


«Non-core regions are considered as disadvantaged because of their weaker economic performance, and their failure to realize the benefits of agglomeration economy, engage in global production chains, and attract global flows of capital and people. [...] non-core regions possess other characteristics, such as unpolluted environments, access to natural landscapes and strong local identity, that metropolitan regions often lack» (Kinossian, 2017)

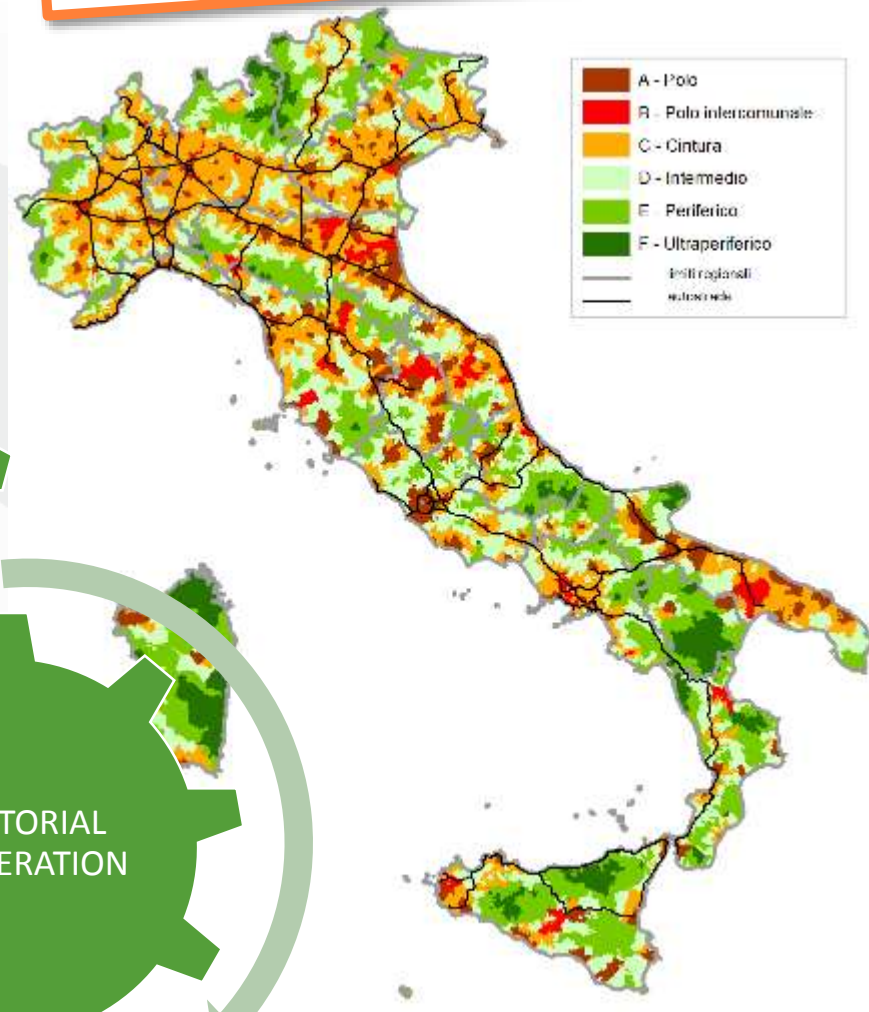


They represent the **60% of the Italian territory** in which less than $\frac{1}{4}$ of the **population** live, mainly they include small villages with less than 5000 inhab.

They include the **main national environmental resources of excellence**, among there are 75% of Protected Areas, 90% of National Parks, 70% Sites of Community Importance and Special Protection Areas.



IN THE ITALIAN MAPPING OF NON-CORE AREAS THE VARIABLE IS THE DISTANCE FROM THE MAIN SERVICES POLES



The **Italian Strategy for Non-Core Areas** considers these areas as a **laboratory** and identifies the enhancement of **natural, cultural and landscape diversity** as the main goal for development processes, **competitiveness and attractiveness**.

Among key elements of the strategy, together with public health and education, the **reuse of unused heritage** and the **mobility** are the most important to transform places affected by marginalization and sustain local development processes.

Place-based approach is the selected strategy to manage development, growth and regeneration trajectories by taking into account local assets, landscape identity, and inclusive governance.



ENHANCEMENT OF
TERRITORIAL CAPITAL

STRENGTHENING OF
SOCIAL COHESION



What is the difference between *territorial capital* in metropolitan areas and in non-core areas? What **methods and tools** could be implemented?

How could this capital **be mapped** in order to strengthen the sense of community, activate and reinforce local relationships, and link them with outside networks?

How could these mapped values **be exploited** to attract new investments?

Our research agenda will start from these questions...

CULIC

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THANKS FOR YOUR ATTENTION!!!

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