

# HYBRID PARKS

International open conference in Umbria, Italy

# GENERATING VALUE THROUGH PARKS AND GARDENS

## The Project

The interregional project HYBRID PARKS, INTERREG IVC (2007-2013) "Combining abilities, creating synergies and enhancing the performance of parks for sustainable development policies," arises from the ascertainment that parks, both historic and modern, are intensively managed, high quality environments. They add to the attractiveness and success of cities and regions and to the quality of life for citizens and visitors.

It is the project's key objective that parks can more fully be used for sustainable local and regional development and for policies to mitigate climate change by enhancing their abilities to better serve economic, social and environmental purposes; by combining the improved capacities to create synergies and to enhance performance and benefits; and by promoting guidance on how to relate the above with local and regional mitigation policies.

The project involves 16 partners from 10 European countries.

Within the project, Umbria Region works on the exchange of knowledge and experiences on enhancement, promotion and identification of strategies for the management of parks and gardens in Europe, to increase the attractiveness of the territory in supporting the social and economic development and eco-friendly tourism.

## The Conference

The enhancement of parks and gardens can strongly affect economic growth and local development.

Different strategies are implemented to find models of sustainable management both at the economic and the environmental level. The variety of these solutions depends on many different factors: the particular type of asset (natural reserve, park or garden), ownership (public or private), the predominant function (recreational, productive, educational, etc.) and the availability of regulatory instruments.

The development of parks and gardens is often made through the creation and promotion of networks, cultural events, foundations or recognition of sites as valuable resources. These models of management and development of sites and territories also contribute to bring positive effects in the tourism sector.

The main objective of the conference is to identify the strategies that the public institutions and the private sector should follow to preserve and enrich the natural heritage/landscape.

Assisi Palazzo Bernabei | 23 november 2012 9.00 am

The Department of Protected Areas, Nature and Landscape Enhancement of Umbria Region organize the conference within the interregional HYBRID PARKS project.

The **session 1** in the morning will be devoted to compare the different approaches proposed or adopted by local and national institutions, the private sector or foundations, with a view to protecting, managing and planning the complexity of the European parks and gardens' heritage in order to produce a new model of local and general development.

The **session 2** in the afternoon will focus on a debate aiming at presenting the different approaches and discussing realization and management models in order to identify the strengths and weaknesses and check the transferability of the success factors.

During the conference, an exhibition will be organized to disseminate good practices in managing parks and gardens, collected through a call for papers.

The book "The junction and the biodiversity" by L.Caravaggi will be presented: a look at the recovery and the development of marginal areas as new parks.

The results of a survey made within the Project "Promozione della Rete Regionale per la valorizzazione di Ville, Parchi e Giardini nel paesaggio rurale" (cofinanced by Region Umbria) will be available in the dossier "Parchi e Giardini in Umbria, un segno distintivo nel paesaggio".

## Organizing committee:

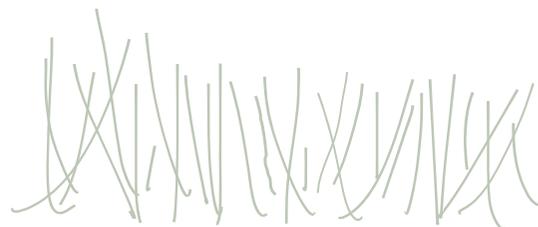
Regione Umbria  
Paolo Papa  
Maria Carbone  
Raoul Segatori  
with  
Leonardo Gioffrè  
Giulia Giacchè

## Organisation offices:

Region Umbria: Rita Persichini  
3A-Parco Tecnologico Agroalimentare dell'Umbria



Regione Umbria



## PROGRAMME : GENERATING VALUE THROUGH PARKS AND GARDENS

<http://www.hybridparks.eu/project/>



- 9.00 - Registration  
9.30 - Welcome  
**Claudio Ricci**, Mayor of Assisi  
**Paolo Papa**, Umbria Region, manager of protected areas, nature and landscape enhancement department  
**Fernanda Cecchini**, Umbria Region, regional alderman of agriculture  
HYBRID PARKS Interreg IVC 2007-2013 project presentation  
**Christian Grüssen**, Project coordinator
- 10.00 - **Session 1 - Generating value through parks and gardens: good practices**  
Chair: **Lucina Caravaggi**, Professor of Landscape Architecture, Università La Sapienza, Rome
- The new "gardens". A look at the recovery and the development of marginal areas.  
Presentation of the book "The junction and the biodiversity" of L.Caravaggi
- 10.30 - Public/private approaches to enhance the heritage of parks and gardens and promote the knowledge  
- Awareness as a driving force for development  
**Ilaria Borletti Buitoni**, President of FAI Italian Environment Fund
- "The Gardens of Lower Austria"  
**Franz Gruber**, Managing director for "Die Gärten Tulln"
- The worth of a network: Grandi Giardini Italiani  
**Judith Wade**, Founder and CEO of Grandi Giardini Italiani
- The network RuGiaD'A of gardens and the therapeutic park for accessible tourism  
**Maria Carbone**, Umbria Region, head of the landscape enhancement office  
**Monica Botta**, Landscape architect
- 11.50 - Matching culture and environment as a virtuous approach  
- Illumina and the Schloss Dyck Foundation  
**Stephanie Knoblich**, Landscape architect, Schloss Dyck Foundation -Artistic Director, Forum InterArt
- The experience of Riserva Naturale Abbadia di Fiastra  
**Luigina Giordani**, Landscape agronomist, Consultant at the Giustiniani Bandini Foundation
- Music and landscape as a driving force for a cultural enterprise  
**Alessandra Vinciguerra**, Director of "Giardini La Mortella"
- 12.50 - Question time and Concluding remarks  
- The centenary of the law 688/1912 "Villas, Parks and Gardens" and the 40 years of the Italian Chart of Historic Gardens within the fundamental principle of the article 9 of the Italian Constitution.  
**Francesco Scoppola**, Regional Director of the cultural and environmental heritage office
- Fabrizio Bracco**, Umbria Region, regional alderman of culture

13.30 - Buffet and poster exhibition

15.00 - **Session 2 - Towards the definition of an environmentally and economically sustainable management model**

Interview by **Ed Bennis**, former Director of Landscape Research at Manchester Metropolitan University

Guests:

Ministry

**Francesco Scoppola**, Regional Director of the Cultural and Environmental Heritage office

Foundation

**Marco Tamaro**, Direttore della Fondazione Benetton - Treviso

University

**Arturo Lanzani**, Full Professor of Urban Planning, Politecnico di Milano

Region

**Ciro Becchetti**, Umbria Region, Coordinator: Agriculture, Culture and Tourism

**Diego Zurli**, Umbria Region, Coordinator: Territory, Infrastructure and Mobility

Enterprise

**Laura Zegna**, Director of "Oasi Zegna" - Biella

17.00 - Question time and Closing remarks



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