



European Union
European Regional
Development Fund

Successful stories and goals achieved

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LESSONS LEARNT BY THE METROPOLITAN CITY OF MILAN

Lessons Learnt - 1

- a) From **Association Regio Water** (*The Netherlands*)
- **Tourism policy** on a national, regional and local scale.
- b) From **The Province of Zuid-Holland** (*The Netherlands*)
- **Good governance** and management model;
 - Cooperation among different governance structures (**cross-sectoral cooperation**);
 - **Integration** of the regional stakeholders in the management system;
 - Involvement of **private business** companies.
- c) From **Tipperary County Council** (*Ireland*)
- **Multi governance** issues among the stakeholders;
 - Additional key **visitor attractions** in the region;
 - Citizenship and **educational activities**;
 - Engagement of **volunteers**.



Lessons Learnt - 2

d) From **Vidzeme Planning Region** (*Latvia*)

- **Adaptation** of the existing touristic products to the needs of tourists;
- **Dissemination** of the data;
- **Plan of communication.**

e) From **PONS Danubii EGTC** (*Slovakia & Hungary*)



- **Involving people** to collaborate beyond their own areas;
- **Strategic guidelines** for the management of the landscape heritage;
- A model for a **journey service.**



BEST PRACTICES & ACTIONS PROMOTED

Ecomuseum Martesana 1

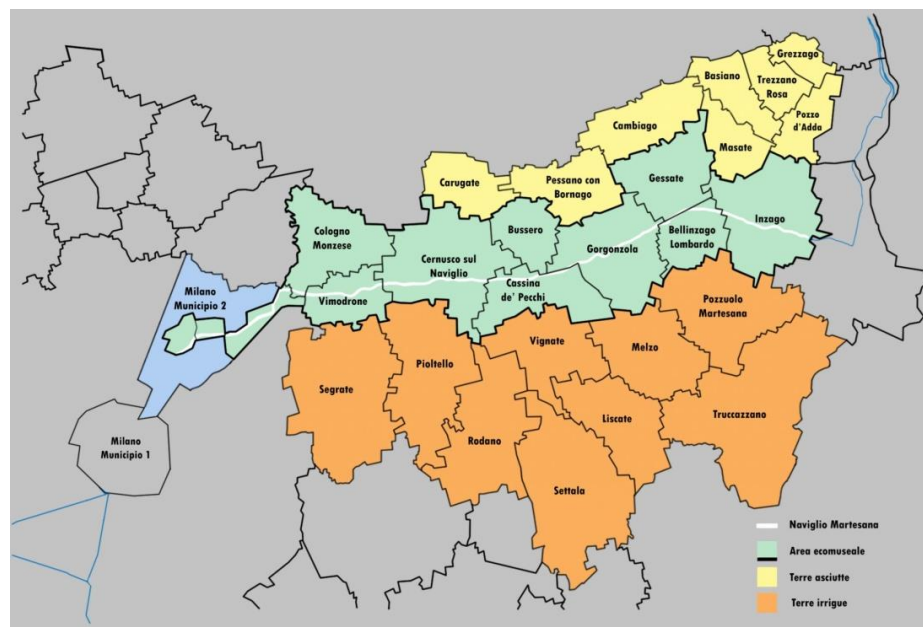
Good Practices

Presentation

This well rooted ecomuseum bears witness to the **cultural identity and heritage** of Naviglio Martesana.

The ecomuseum isn't a collection of objects:

It oversteps the usual 4 walls and approaches the territory in a more **dynamic way**, reaching things, places, stories, people exactly where they are.



Ecomuseum Martesana 2

Actions promoted

Projects: the Map of Community

A simple didactic tool:
to orient the experience
and the work on the
ground.

**A virtual rendering of
the territory:**

- landscape
- tangible and intangible heritage



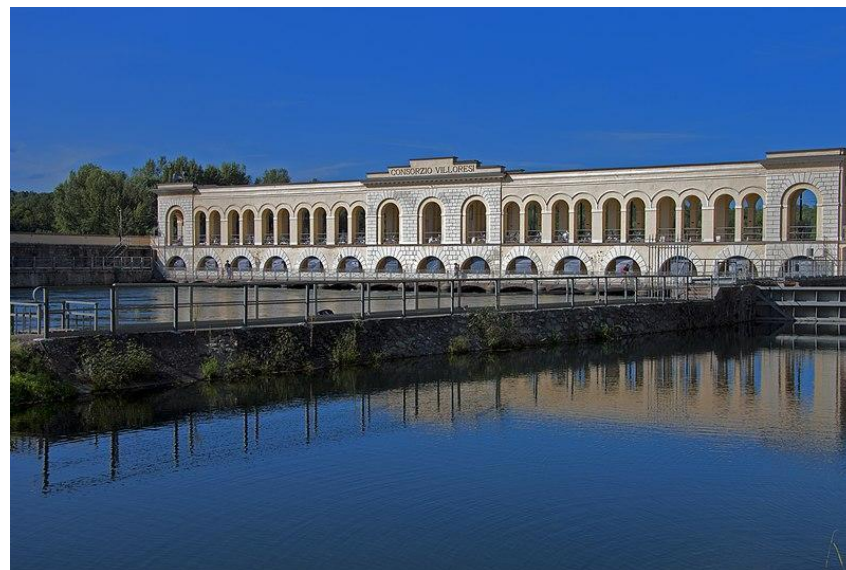
The map leads to the re-discovery of the tangible and intangible water heritage at the basis of the local historic identity through interactive itineraries.

Panperduto dam 1

Good Practices

Presentation

Built in 1884, the Panperduto dam is an important hydraulic system set in the Ticino Valley, in the Somma Lombardo territory, and represents the most important feature of the distribution of water in the high lombard plain.



The dam allows to the Ticino river to be redirected towards two important canals: the **Industrial canal**, used for the production of electricity, and the **Villoresi canal**, used for irrigation purposes.

There the “**Museum of the italo-swiss waters**” can be visited.

Panperduto dam 2

Actions promoted

In 2020 the Panperduto dam was nominated to become a **UNESCO's World Heritage Site**.



Cycle stations on the Martesana

Actions promoted

A feasibility study

The project: the creation along the Naviglio Martesana of cycle service station, equipped and integrated with other social promotion projects.

The project has been recognized as innovative, original and full of potential.

Where we are now: looking for funds to implement the project.





RESULTS & ACHIEVEMENTS

«Cultural attractors»

A success of the SWARE method

During “PHASE 1” MCM/SWARE proposed to include "**cultural attractors**" among the funding criteria of regional calls addressed to enhance cultural and tourist economic system.

In 2019 Lombardy Region decided to include these criteria, and began to finance projects that included the *identity*, the *culture* and the *traditions* of the territory.

We are able to evaluate that the amount of funding linked to SWARE methodological proposal was around 3 millions of Euros.

Panperduto dam

Achievements

In 2019 the Panperduto dam has obtained the registration in the International Commission on Irrigation and Drainage (ICID) **Register of World Heritage Irrigation Structures.**



“An extraordinary example of a dam that led to the creation of an artificial agricultural landscape, indispensable for agricultural and economic development in the region”

The future of SWARE

MCM proposal for the Recovery Fund

The SWARE project is ending, but the lessons that were learned and shared among all the partners will remain.

SWARE has already passed on the torch to another INTERREG project: **LUIGI** (*Linking Urban and Inner-Alpine Green Infrastructure*), that aims to develop multifunctional Ecosystem services for more liveable territories in the Alpine Space.

But there is more! The SWARE project contributed to an organic vision for the **redevelopment of the metropolitan Navigli system**, a huge plan that will be presented for the European Union **Recovery Fund**.



Re-opening the Navigli

MCM proposal for the Recovery Fund

The project

The aim of the project is to re-open and to upgrade the 100+ kilometers of Navigli in the Lombardy region, promoting an **infrastructural and public utilities redevelopment** of the entire system.



The main goals

- Making the Navigli system **navigable** again;
- Enhancing the **tourist attractiveness**;
- Improving the **outdoor** and sports activities;
- Ensure the **sustainable exploitation** of the natural and historical-cultural heritage of the area.



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Grazie! Thank you!

Questions welcome!



SWARE in social media