



Intangible
Cultural
Heritage

SEGRETERIATO
PERMANENTE
COMUNITA'
EMBLEMATICHE
UNESCO DELLA
DIETA MEDITERRANEA

Innovative Pathways to Integral Ecological Development *The South Cilento Litorale Master Plan*

Mayor of Pollica - Salerno Italy

The Roots



IX-XIII secolo

Salernitan Medical School:

the oldest school of medicine in modern civilization. At the origin of the school is the work of four founders-Pontus, a Greek; Salernus, a Latin; Adela, an Arab; and Elinus, a Jew-representing the various cultural influences on the school throughout its history.



1975

Publication of the Keys' book "Eat Well, Stay Well - The Mediterranean Way:

First popularization of the principles of the Mediterranean diet.



V secolo a.C.

Parmenides and the Eleatic school

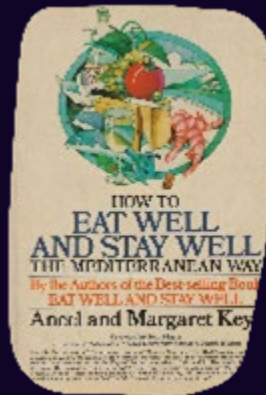
Philosophical foundations of the Mediterranean diet and lifestyle.



anni '50

Ancel Keys' post-war coming to Cilento

intrigued by longevity of the local population



1978

Publication of the research paper 7 Country Studies:

Benefits of the Mediterranean diet on cardiovascular health.

1998

In Pioppi, the Municipality of Pollica inaugurates The Museum of the Mediterranean Diet:

Tribute to the Cultural Heritage of Cilento.

2000



2001

Alici di Menaica

A cultural mission to protect sustainable fisheries

2008

Pollica Città Slow Host and Food

our albergo diffuso



since 1989

Blu Flag

The effects of the best practices of Pollica's **environmental policies** carried out by mayors **Angelo Vassallo** and **Stefano Pisani** have resulted in Pollica's waters being the most awarded with five Blue Flag sails by Lega Ambiente and Touring Club from 1989 to TODAY



2003

Città Slow

Pollica subscribes to the Slow Cities manifesto and both mayors **Angelo Vassallo** and **Stefano Pisani** over the years have succeeded in leading the movement both nationally and internationally



2010

Mediterranean Diet UNESCO Intangible Heritage

Global recognition of the importance of the Mediterranean diet.



2011

Establishment of the Mediterranean Diet Study Center:

a center recognized by all Emblematic Communities dedicated to research and training on the diet.



2020

The Paideia Campus is born in Pollica

from the collaboration between the Municipality of Pollica and the Future Food Institute. Laboratory for integral ecological development studying the "Longevity Algorithm"



2020

Food Scape Urban Development Plan

A tool for the governance of local urban development created by Mayor Stefano Pisani. In line with the basic principles of the Mediterranean diet



2016

CIAO research (Cilento on Aging Outcomes Study)

Cilento study concerning longevity and the Mediterranean diet. 2021.



2020

FF Living Lab

Pollica Living Lab becomes pilot project in cities 2030 network model of integral ecological development



2022

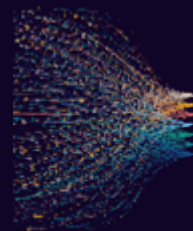
Creation of the Consortium for the Tourist Enhancement of the Lands of the Mediterranean Diet



2023

Terre della Dieta Mediterranea

Network of municipalities joining together to jointly promote the area



*Eat well.
Stay well.
Save the planet.*

2024

Il Cammino delle Terre della Dieta Mediterranea

Trekking - Outdoor Tourism
Designed to enhance all elements of the area

2023

Masterplan Cilento Sud

Innovative territorial management strategy

Mayor **Stefano Pisani** has been appointed by the President of the Region to lead the Strategic Relaunch Plan for this area of the region involving 23 municipalities



2023

Longevity Lab



South Cilento Litorale Master Plan

Governance of the master plan for the South Cilento coastal area.

The 13 municipalities involved have formed a single administrative entity through the instrument of the convention between municipalities

- Creation of a dedicated office for strategic planning
- Financial resources for a dedicated team
- **Coverage:** Approximately 76 km of coastline and 393.77 sq km in area.
- **Population:** 48,337 residents.



Vision and Objectives

Sustainable development and integrated valorization of the South Cilento coast.

Key Objectives:

- Environmental regeneration and landscape enhancement.
- Strengthening the agricultural and livestock sector.
- Improving accessibility and connectivity.
- Urban regeneration and cultural heritage promotion.

Strategic Principles

- **Environmental Regeneration:**
Focus on green communities and sustainable cities.
- **Agricultural Valorization:**
Emphasize Mediterranean Diet products and modernize agricultural processes.
- **Accessibility Enhancement:**
Strengthen transport links to major tourist hubs.
- **Urban Regeneration:**
Revitalize urban areas and promote natural and cultural heritage.

Environmental Regeneration

Initiatives:

- Creation of green infrastructure.
- Conservation of biodiversity through protected areas and Natura 2000 sites.
- Sustainable tourism practices.

Benefits:

Enhanced landscape quality, increased biodiversity, and resilient ecosystems.

Agricultural and Livestock Sector

Initiatives:

- Support for local agriculture focusing on the Mediterranean Diet.
- Introduction of innovative and sustainable farming techniques.
- Development of local food chains.

Benefits:

Boost to local economy, preservation of traditional agriculture, and improved food security.

Accessibility and Mobility

Initiatives:

- Improvement of road and rail connections.
- Development of coastal and marine transport links.
- Enhanced pedestrian and cycle routes.

Benefits:

Easier access for tourists and locals, reduced traffic congestion, and promotion of sustainable transport.

Urban Regeneration and Heritage Promotion

Initiatives:

- Restoration of historical buildings and sites.
- Development of cultural and recreational spaces.
- Promotion of local traditions and crafts.

Benefits:

Preservation of cultural heritage, increased tourism, and enhanced quality of life for residents.

Innovative Resource Management

Integrated Approach:

Combining environmental, social, and economic strategies.

Sustainability Focus:

Prioritizing long-term ecological health and community well-being.

Collaborative Governance:

Involving local communities, stakeholders, and policymakers in the planning process.

The South Cilento Litorale Master Plan represents a holistic and innovative approach to coastal management.

Support and collaborate in implementing these initiatives for a sustainable and prosperous growth of Mariginal, Rural and Coastal European Communities.

Critical issues to be addressed for the development of the area

- **TOOLS:** Lack of territorial planning tools appropriate to the development processes to be activated
- **HR:** Lack (at municipalities) of adequately trained human resources to implement development processes, complex projects or procedures related to structural and national funds supporting disadvantaged areas
- **BUROCRACY and PROCEDURES:** Overcoming the approach of distributing resources by public notice
- **MANAGEMENT & COORDINATION:** Creating coordination of actions and projects in the Target area.

South Cilento Litorale Master Plan

intervention strategy

First phase

The Campania Region has identified a technical support group to define the strategic plan and project sheets for the main interventions

Second phase

Definition of system projects

Third phase

Identification of intervention priorities and allocation of resources through program agreement between Campania Region and municipalities

South Cilento Litorale Master Plan

Operating model of the Master Plan



Mobilisation of European EU and National IT financial instruments available for the implementation of the strategy

- European Regional Development Fund
- European Social Fund +
- European Agricultural Fund for Rural Development
- European Maritime, Fisheries and Aquaculture Fund
- National Cohesion Fund

Impact Measurement

Design and implementation of an impact measurement system for modeling and transfer of **best practices** with the support and collaboration of universities and research centers.

