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VULTURE PARK LIVING LAB
A people-based cultural lab for the Vulture Regional Park

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ABSTRACT
The Vulture Regional Park is unique from a geomorphological point of view and provides an opportunity to experiment with the concept of participation and community. It represents an ideal and privileged 'design yard' for experimenting with an 'ecological conversion of socio-territorial models' and, at the same time, it provides a significant scientific challenge for the study of a Rural and Creativity Living Lab, enhanced through a 'place-based' and 'people-oriented' approach that is applied to a park for the first time in the history of Living Labs. The main objective of this essay is, therefore, to present the Living Lab model that the University of Naples is about to implement in the context of the Vulture Park, through a pilot project highly focused on the needs of the inhabitants of Basilicata, to assess its contribution to sustainable rural development. The paper argues that (the element) of community and cultural identity should be considered an essential element to enable sustainable living.

KEYWORDS
the nature park, participation, regeneration, living lab, sustainability

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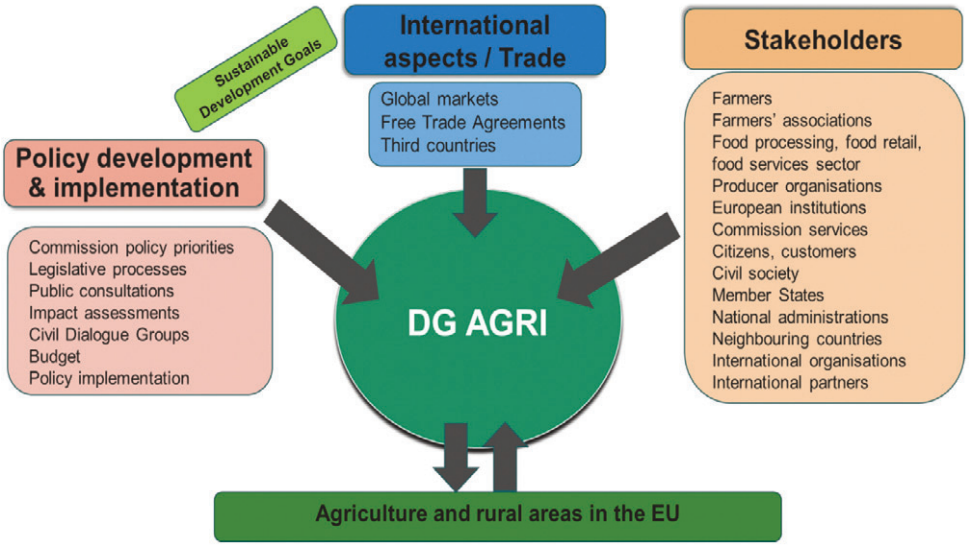
With the advent of the new millennium, landscape, town planning, architecture and design are increasingly assumed to be parts of a unified territorial system (Tesoriere, 2020). In this perspective, however, it is also essential to apply a transdisciplinary approach that considers the cultural and social transformations and contaminations of the communities living in the territory (Nicolescu, 1996). Transdisciplinarity[1] must necessarily be the scientific basis for territorial and green resource regeneration. Only through dialogue, connection and sharing of different knowledge will it be possible to innovate; in fact, if the foundation of cultural heritage is the 'generation' of territory and landscapes, the witnessing of what it has given and how it has influenced the identity of those who live it is its re-generation (Sica, 2016). One can understand how modern social innovation practices must be based on multiple dimensions of sustainability, not only the territorial ones but also the economic, social, cultural and environmental ones (Sica, 2021).

As an illustration of this, the European Union's current rural development policy (European Commission, 2021) is based on a history of activity that recognises the fundamental role and benefits that innovation and creativity offer to citizens in rural areas (Figg. 1, 2), as well as to the broader users of the European landscape (Sereni, 1972). Strengthening European cultural identity is not a rhetorical necessity. It is a clear primary policy objective that has even been included in the EU strategic guidelines for rural development (Sica, 2021). For example, President von der Leyen, in defining the objectives of the Recovery and Resilience Facility, identified economic, social and territorial cohesion as a primary mission, even before 'green' and 'digital' (European Commission, 2021). To meet this challenge, the role of cultural and territorial resources and the cultural industry comes into force as a social, political and economic lever: an effective means to amplify 'marginal' voices.

This type of innovation also overcomes outdated concepts of innovation linked exclusively to the technological component, such as the Smart City (ENoLL, 2020). The main objective is to have a positive social impact on a community of reference, with the ultimate goal of improving the quality of life of the individuals in it. For this reason, social innovation must become the primary driver of territorial development, replacing the classic economic drivers that have driven the sector so far. Moreover, innovation must be considered a crucial factor in promoting sustainable development systems that foster a balance between economic growth and the protection of 'public goods' such as biodiversity and other environmental resources (Santoriello, 2021). Finally, creative thinking is also essential for rural development practitioners and policymakers engaged in addressing critical issues such as competitiveness, quality of life, diversification and territorial cohesion (Calvaresi, 2016). One of the most successful examples of innovative, creative thinking involving the population of rural areas is the Living Labs: open innovation environments in real contexts led by the user who is fully integrated into the co-creation process of new services, products and social infrastructures (González-Méndez et alii, 2021); this also allows the creation of collabora-



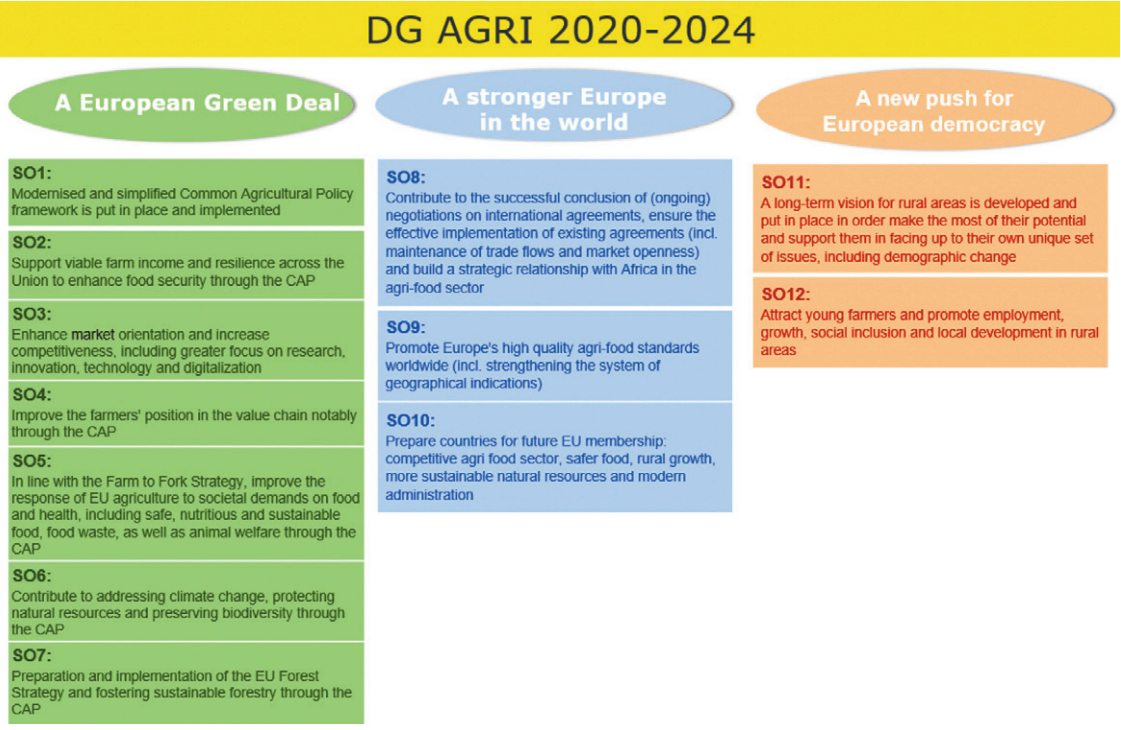


Fig. 1 | General EU direction for the rural development (source: ec.europa.eu, 2021).

Fig. 2 | Recommendations of the DG AGRI 2020-24 (source: ec.europa.eu, 2021).

tive networks at local, transregional and intersocial levels (Cattivelli, 2021). The Living Lab model is schematised in Figure 3.

This brief essay will present the case study of the Vulture Park as a practical application of the Living Lab model, highlighting the current project for the development of 4 different rural creativity poles within the largest natural park in the rural area of the Basilicata Region, recently initiated by the L.U.P.T. (Laboratory of Urbanism and Territorial Planning) Interdepartmental Research Centre at the 'Federico II' University of Naples. The idea behind the experimentation in the Vulture Park, which is intended as a pilot project to demonstrate the applicability and efficiency of the Living Labs model to rural areas, must be to give value to the identity of the community and the needs of the territory and its inhabitants, while keeping intact the objectives that the public administration proposes in common agreement with the community, in order to arrive at the innovative model of Private and People Partnerships based on the cooperation between communities, public organisations, research and businesses (Arnkil et alii, 2010).

In this regard, the work proposed here is based on a place-based and people-oriented approach that aims to make the Vulture Regional Park a model for the study of and experimentation with a Rural and Creative Lab. The project described in this essay, therefore, describes a 'rural laboratory' focused on the needs of those who use the park and live in the area, in which the economy of inland areas, culture and innovation can be brought to life from a sustainable perspective. After providing the geographical reference context and a brief geo-morphological and social description of the Park, the essay introduces the Living Lab model, its theoretical foundations and the concept of participation. Some international examples in which the Living Lab model has been applied are then briefly presented; next, the Living Lab methodology designed for the Park is introduced, and the proposed hubs and activities are described; finally, the essay reports the conclusions and prospects for this experimentation.

Context of reference | The Vulture Park[2], among the 134 Regional Parks in Italy, is located in an area unique for its geomorphologic and vegetation characteristics. It is characterised by the strong presence of the volcanic massif (Fig. 4), which visually characterises its panoramic and landscape profile, and by the presence of luxuriant vegetation due to the peculiar characteristics of the volcanic geology of the area. The volcano's geology is at the heart of the area's peculiarities. In addition to clearly characterising the morphology, it has determined a wealth of hydrominerary resources, evidenced by the numerous natural mineral springs and particular chemical characterisation of the soils. This allows for the development of flourishing agriculture, driven by particular crops (e.g. vineyards) that have been an essential part of the local economy for centuries. Two lakes are at the heart of the Park (and the volcano); both born in the original crater, they lie at different altitudes and are connected by a channel. The water of the Piccolo thus flows into the Grande, creating different habitats between the two lakes and hence a condition of high and unique ecological value.

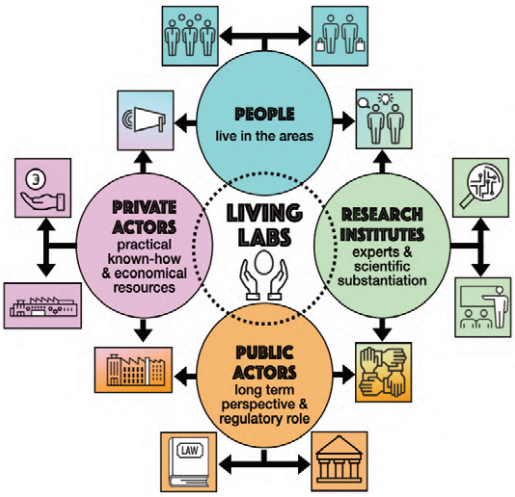


Fig. 3 | The Living Lab Model and its main actors (credit: the author, 2022).

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Fig. 4 | The core of the Vulture Park: the two lakes (source: parcodelvulture.it, 2020).

In addition to its geophysical characteristics, the Park is strategically positioned between Basilicata, Campania and Apulia (Spicciarelli and Marchetto, 2019; Fig. 5). Thanks to its geographical position, the Park has gained a special place in the history of southern Italy. Today it preserves the signs and evidence of different eras, according to the phases of territorialisation and deterritorialisation that have affected it over the centuries (Carella, 2010). The protection and implementation of ecological networks assume a multi-scalar role in the valorisation of systems of ecological, landscape and environmental connection and continuity (Coppola, 2017): from the European level (by uniting European ecological networks), to the local scale, through ecological corridors capable of creating connections between the fragmented portions of the Park and the surrounding natural territory (Coppola, 2016). This theme is fundamental in planning the Park and creating protection and enhancement routes through different strands: blue routes, green routes, etc. (Coppola, 2017).

The Vulture Regional Park is not only unique in terms of geomorphology and history but also allows us to test the concept of participation and community, starting with social, cultural and human stratification. It allows us to test the concept of territorial ‘re-generation’ with a trans-disciplinary approach with a solid socio-cultural aspect based on community participation. Community participation is essential in the case of revitalisation, also from a tourism perspective, where various decisions are made that will have more or less intensity and more or less reversible effects on the local population (De Biase and Calabrò, 2021). The area’s resources’ value and potential must be considered an engine for sustainable development and quality of life in a changing society.

It is necessary to emphasise the importance of a broad knowledge of the resources that must be revalued and defended (Coppola, 2017). It is also essential to rethink ter-

ritorial assets, especially in regions of social transformation, as resources that must belong totally and with full awareness to the community in which they are found; they represent one of the opportunities for the development of the territorial economy, and a significant opportunity to experiment with good governance practices that require the ability to connect the different forces that insist on a territory. For these reasons, each territory, and especially the Vulture Park, can be considered an ideal and privileged 'planning site' (Sica, 2016) to carry out in-depth research on the cultural identity of society with the diversification of history, religion, art, food and wine, etc. In other words, a 'return to the territory' is desirable, i.e. an 'ecological convergence of socio-territorial models' (Magnaghi, 2020), built from the bottom up through the reconstruction of cognitive, cultural and productive relationships between active citizenship and territorial heritage (Carta, 1999), and of solidarity-based and non-hierarchical relationships between inhabitants, producers and local societies.

The Living Lab | The Living Lab model was first defined in 2003 by the MIT Media Lab, an interdisciplinary research laboratory that encourages the unconventional mixing and matching of seemingly disparate research areas (Schumacher and Feurstein, 2007; Bergvall-Kåreborn et alii, 2009). Since then, and especially in recent years, Living Labs have become a powerful tool to effectively involve the user in all stages of the research, development and innovation process, thus contributing to urban and territorial regeneration locally, as well as nationally and internationally (Schaffers et alii,

Fig. 5 | Strategic position of the Vulture Park (source: ilvulture.it, 2019).

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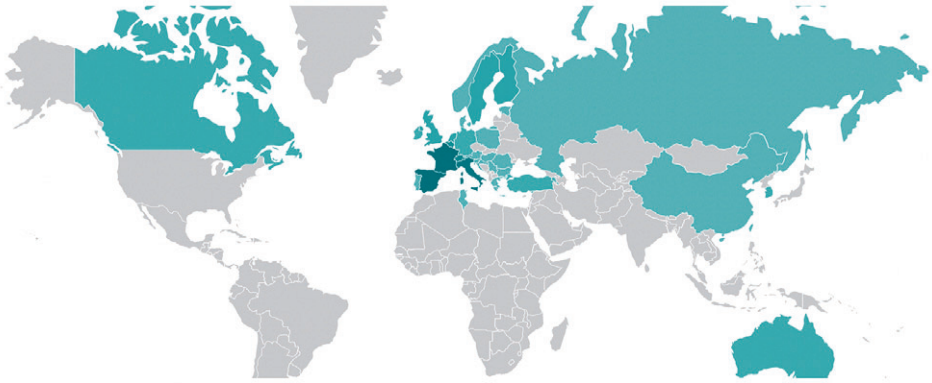
Fig. 6 | Map of the benchmarked Living Labs forming the EnoLL (source: enoll.org, 2022).

2007). 2006 also saw the birth of the European Network of Living Labs, which is now the most significant international, independent, non-profit association of benchmarked Living Labs (with over 480 members; Fig. 6) and aims to promote the Living Lab concept in order to influence European Union policies. However, as shown in this essay, few Living Labs are dedicated to developing inland and rural areas and even fewer built-in forests and parks.

In general, the most innovative aspect of the Living Lab model lies in the fact that it allows active and proactive participation of the community, which has the excellent opportunity to shape the future of the territory in which it lives. Indeed, with the Living Lab model, citizens and communities have the opportunity to express their needs through working groups and activities, and users can generate innovation in the places where they live and thus generate and regenerate them (Cleland et alii, 2012). They are not just testers of a final product but act as project managers at the same level as the other Living Lab partners (Universities and research centres, private and public sector) and have the opportunity to participate in and organise innovation initiatives such as master courses, summer schools or bar camps (Arnkil et alii, 2010). More specifically, the proposal described in this essay constitutes one of the first cases of a completely 'people-oriented' Living Lab, in which the structure of the Living Lab itself and all the activities connected to it are created from a highly participative and participatory perspective. Innovation based on active participation is a crucial factor in promoting sustainable development, promoting the balance between economic and social growth. Therefore, Living Labs are a strategic opportunity to move from a Public-Private Partnership formula to a People, Public-Private Partnership (Westerlund and Leminen, 2011; Fig. 7), where open innovation, generation and re-generation are driven directly by users (Nesti, 2015).

Participation: collaborative covenants and heritage communities | Collaborative agreements are the tool to govern the co-design and shared management of activities,



the start-up of new community enterprises and the redevelopment of buildings and public spaces (Arena, 2015). These actions introduce a procedural technique based on 'collaborative dialogue' in that they foster the establishment of non-authoritative (horizontal, collaborative, cooperative) relationships between government and city dwellers and/or the enabling of forms of cooperation between inhabitants and other local actors (Baccarne, Mechant and Schuurman, 2014). This implies that different actors interact on an equal footing, which, in turn, requires new changes in the action and mentality of public, social and private actors. The public administration thus becomes a platform for fostering the construction of these cooperative relationships between the different urban actors. The practice of entering into collaboration pacts aims to be a 'push' between communities and other local actors ready to take a level of risk and invest a significant amount of time as 'civic entrepreneurs'. Thus, collaborative pacts represent a novel form of institutional innovation and public governance that leverages a non-authoritarian form of city government action.

Pacts should enable active citizenship and collective action by inhabitants as a new way of governing and managing urban resources, services and local infrastructure. There are three possible forms of pacts: 1) Pacts concerning disused buildings made available for redevelopment and the creation of new services and activities; 2) Pacts concerning public places (schools, social and welfare services, cultural spaces, etc.) that have a more significant potential for use than the current ones; 3) Pacts promoting the shared care and use of public spaces, green areas, underused facilities, also proposed by citizens (art. 118, para. 4, Const.; Regulations on the shared administration of common goods; Siza, 2015).

The heritage community is defined as a group of people who value the identity and characterisation of cultural heritage and who are committed, within the framework of public action, to sustaining and passing on the contents and expressions of heritage to future generations (Bindi, 2019). Belonging to a heritage community is, therefore, linked to the fact that all the people who belong to it recognise a value in the cultural

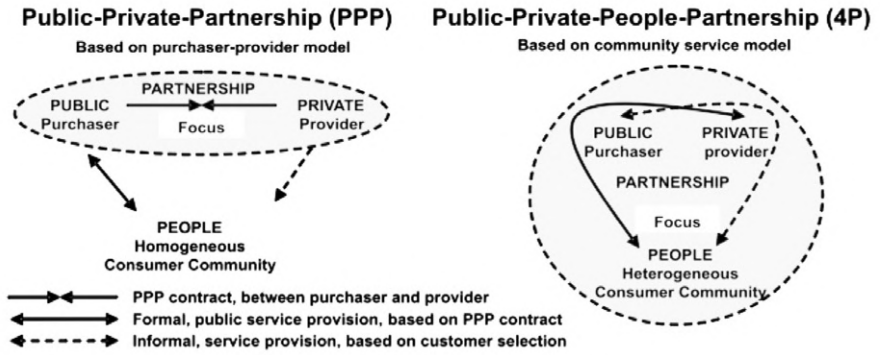


Fig. 7 | From the PPP to the 4P model (source: balticurabanlab.eu, 2020).

Fig. 8 | SIMRA partners and logos (source: simra-h2020.eu, 2018).

heritage they have helped to define and safeguard. Heritage communities are committed to representing, transmitting and enhancing this value without discrimination or selectivity based on ethnicity, class or geographical location with all forms of expression and communication channels at their disposal, including the most advanced and performative digital technologies.

The idea of heritage as shared cultural capital and as a fundamental right of citizens proceeds with the empowerment of heritage community actors as direct bearers and custodians of heritage (Sica, 2020). Recognizing the heritage of communities around cultural resources and identities sets the context for dialogue and alternative conflict resolution. This enables the development of intercultural policy dialogue, democratic debate and cultural inclusiveness. At the same time, it becomes necessary to use the knowledge and skills learnt and passed on as development resources and actively involve the Member States in a community and participatory approach, such as Living Labs, to heritage care.

The international scenario: three examples of Rural Living Labs in Europe | The innovation potential of rural areas and parks is part of the European Commission's plan to develop a long-term vision for inland and rural areas. Nevertheless, and despite the many successful applications of Living Labs in the European landscape, there are still too few EU-funded projects within the Horizon 2020 programme that have dedicated capacity and expertise to address the problems of rural and green areas to improve their potential, seize the opportunities they offer and contribute to Europe's future. As an example, in this section, some international projects relevant to the argumentation on the importance of the concept of Rural Living Labs are introduced and briefly described. It is pointed out that the pilot programme proposed in this essay is among the very first to bring the 'placed-based and people-oriented' Living Lab methodology into a Park.

The Project Social Innovation in Marginalised Rural Areas[3] (Fig. 8) The main objective of the SIMRA Project is to study, through numerous case studies, the notion of social innovation and innovative governance in the agricultural and forestry sectors and to then be able to promote these sectors in rural areas in the Mediterranean regions of Europe and beyond (Secco et alii, 2019). Specifically, the Project partners (including 4 Italian entities) analysed 24 regions and 7 innovation actions, divided into 8 work packages (Fig. 9), to provide concrete solutions to address the challenges of marginalised rural areas. The topics covered included forest management, social agriculture, local development, energy, child and health care and social networking. The final product produced by SIMRA is a systematic collection of empirical evidence of the drivers, processes, outcomes and impacts of social innovations in Europe, North Africa and the French Caribbean. The main strength of this Project is the systematic work carried out on a statistical sample of case studies that allowed the construction of a solid theoretical and operational framework.

Heritage for Rural Regeneration[4] is a research project that establishes a new paradigm of heritage-led rural regeneration, capable of transforming rural areas into demonstration laboratories of sustainable development through valorising their potential. Ruritage has identified 6 Systemic Innovation Areas (pilgrimages; sustainable local food production; migration; art and festivals; resilience; integrated landscape man-

agement, Fig. 10) that, integrated with transversal themes, show the potential of heritage as a powerful engine for the economic, social and environmental development of rural areas (De Luca et alii, 2021). The knowledge, constructed in 14 Role Models (RM) and assimilated within the project, was transferred to 6 Replicators (R) across Europe and led to the development of the Ruritage Atlas (an integrated and interactive web-based atlas capable of mapping territories based on human-landscape interactions), of Ruritage Replicator Tool Box & My Cult-Rural Toolkit (a comprehensive set of good practices and innovative solutions for rural regeneration), Ruritage Serious Games kit, DSS, and Regeneration Guidelines (a wide range of tools to promote change and gather feedback from rural communities).

The project Living Lab research concept in Rural Areas[5] (Fig. 11), coordinated by the Spanish Fundaction Universitaria San Antonio (UCAM), put the Living Lab concept at the forefront of rural development in thirteen Living Lab initiatives in selected pilot areas in eleven countries (Portugal, Azores, Czech Republic, Slovenia, Spain, Malta, Turkey, Italy, Latvia, Austria, France and Tunisia; Fig. 12). The project identifies Living Labs as innovative business models that are currently being developed in rural areas as they foster a more sustainable mobilisation of resources, better cooperation between actors along the value chain and lead to new services. Living Labs broadly use the concept of open innovation, with success/failure rates determined by key empirical research factors. The main objective of the LiveRur project is to improve the knowledge of business models developed in rural areas, including understanding their potential.

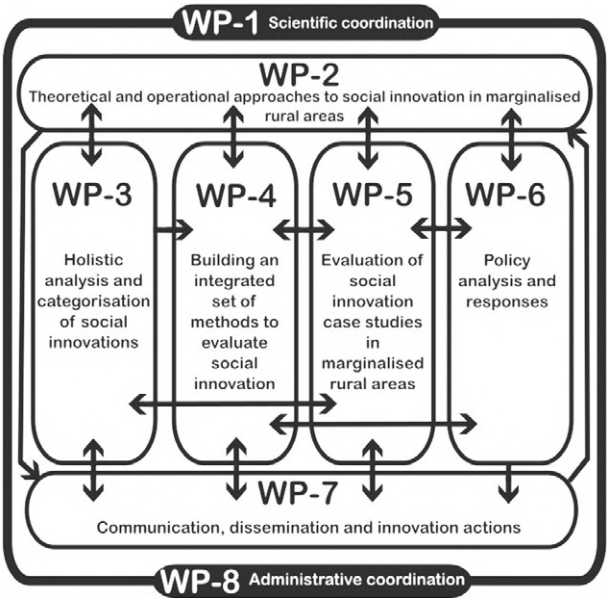


Fig. 9 | SIMRA work packages (source: simra-h2020.eu, 2018).

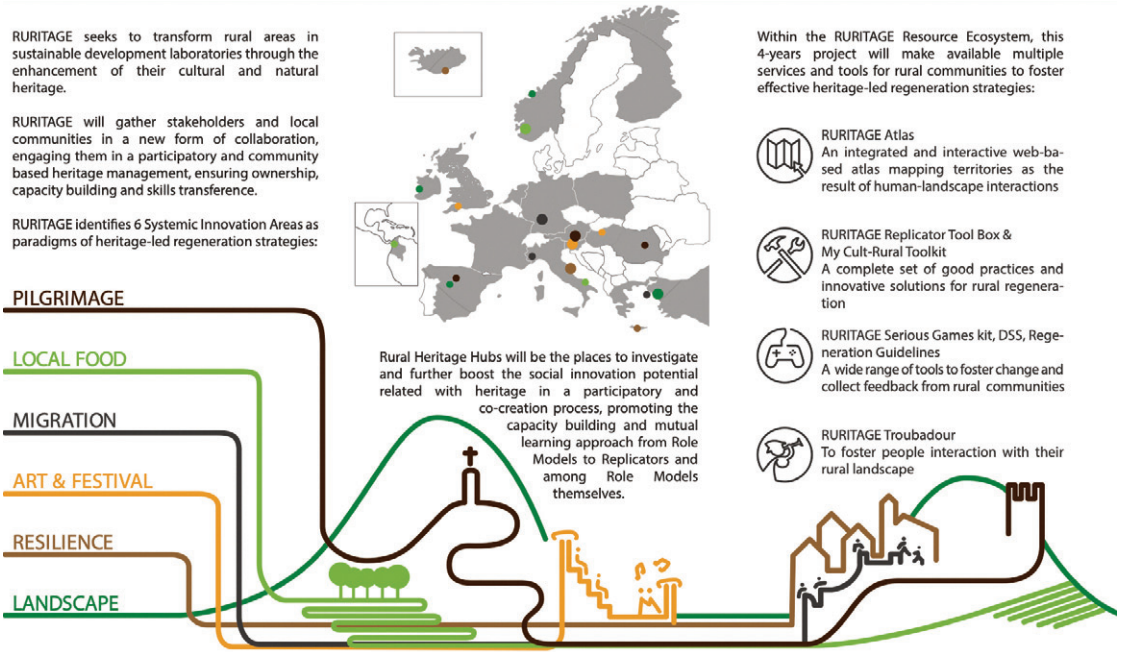


Fig. 10 | RURITAGE: objectives, partners and outcomes (source: ruritage.eu, 2020).

The Living Lab methodology for the Vulture Park: between experimentation and open laboratory | The experimentation of the Living Lab methodology in the Vulture Park starts from the experience of the PRIN Smart Open Urban-rural Innovation Data[6] project and its associated projects but goes beyond the spatial dimension of the city. It aims to understand how the connection of the urban/territorial dimension with the place-based innovation approach determines 'nodes' (Porter, 1983) as activators of innovation and knowledge. We aim to make the Vulture Regional Park a model for the study and experimentation of a Rural and Creative Laboratory but give it a transdisciplinary aspect (Nicolescu, 2008) with a 'place-based and people-oriented approach (Pierson and Lievens, 2005). The Living Lab model, in this case, will therefore be applied as a 'rural laboratory' where inland economy, culture and innovation live in a sustainable perspective as a heritage community (European Commission, 2009). From this point of view, ethical production and consumption solutions inspired by the organisational model of community-based social enterprises play a fundamental role (Chiarullo, Colangelo and De Filippo, 2016).

Figure 13 presents a schematic diagram of the proposed model for the park, which was designed with a 'bottom-up' approach: it started from the needs of the population to build something that would increase the sense of community and belonging. The project is in its early stages, with no concrete results or timeline. However, in the fol-

lowing section, a thorough description of the four main hubs that have been identified as possible Living Labs in the Vulture Regional Park is provided, briefly highlighting their methodology and planning, their target audience, the actors involved in them, as well as their main deliverables and aims (Fig. 14).

Hubs and activities | From a methodological point of view, the Vulture Rural and Creative Lab project path described in this essay will be articulated in activities that are perfectly functional and correlated with each other, starting from the identification of the inhabitants' needs and based on the use of 4 hubs. The main objectives are: a) the creation of a path of participation and engagement to experience the Park and consider it as a public good, also through pacts proposed by citizens that promote the care and shared use of public spaces, green areas and underused facilities (Arena, 2015); b) the participation of the community in decision-making processes that will have effects that are more or less impactful and/or reversible on the local population; c) the creation of spaces for experimenting new generative welfare practices through the hybridisation of culture, citizenship and agriculture and a study centre on 'open innovation' applied to the environment, creativity and sustainability; d) the strengthening of networks between operators in the same sector with related sectors and with actors in the knowledge system, to promote innovation and increase the dissemination of training. The four hubs that will be developed in the Vulture areas are briefly described below.

1) Community Hub – a hub to promote community re-appropriation of physical and relational spaces. A path of Inclusive Governance, capacitation and community involvement to experience the community hub together as a public good. A construction site from below. As the main deliverable of this hub, we envisage the creation of a map of all spaces belonging to the Vulture Park area, including both forests and urban territories. In addition, we aim to use the principle of advocacy whereby several territories can be rented at a low symbolic price by young entrepreneurs under 40 who, in return, undertake to enhance the local supply chain and local products. This allows new industries to flourish, preserving local craftsmanship and regional excellence, and, at the same time, is a remarkable growth and learning process for young entrepreneurs.

2) Rural-cultural hub – a shared experimentation space for new practices of generative well-being through the hybridisation of culture, citizenship and agriculture. The main products of this hub will be community-supported social agriculture and the distribution of products from the fields, co-production storytelling workshops, land research/action, immersive trails and experiential agricultural workshops. In particular, village fairs will be organised with performances such as cooking shows, labyrinths, storytelling, etc. During these fairs, the hub will also provide a space for experts to discuss the situation and possibilities for village development and prospects for urban-rural cooperation in the context of growing urbanism and the global economic crisis. This will certainly also help to improve tourism in the region.

Fig. 11 | LIVERUR: the ecosystem of the project (source: liveru.eu, 2020).

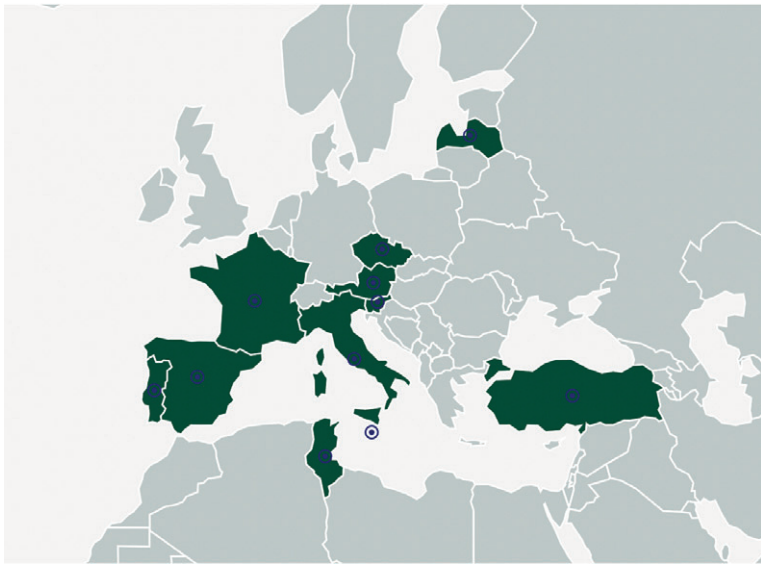


Fig. 12 | The 11 pilot areas of the project LIVERUR (source: liverur.eu, 2022).

3) OpenScience Hub – a study centre on open innovation applied to the environment, creativity, and sustainable development. This hub will be an on-site research observatory enabling the exchange of information and new collaborations between students/researchers and local farmers/citizens/artisans.

4) Creativity Hub – a hub for experimenting with social, cultural and agricultural innovation practices and contributing to the reflection and knowledge produced by communities of change, community hubs and researchers in Italy. The main deliverable of this hub will be the creation and publication of a sharing platform for the development of local economies and the publication of the activities carried out in the other hubs and, more generally, in the Park. An essential objective of this hub and the previous one is mentoring young people under 40, who will also be trained and prepared by researchers and professors from the L.U.P.T. Centre and various Lucanian Universities.

The innovation model based on creativity and participation envisaged for Vulture Park is consistent with the broader trends that define innovation. The main difference from traditional innovation policies lies not so much in the object of the policy but in looking at the innovation-related processes on which the policy acts (Manzini and Staszowski, 2013). Traditional innovation theories describe a linear progression that starts with the idea that is then developed (Barata et alii, 2017).

Risks, limitations and criticalities of the proposal | The Project described is still in the early stages of its development. Therefore, a detailed risk and criticality analysis has not yet been carried out. However, in this paragraph, the most common risks asso-

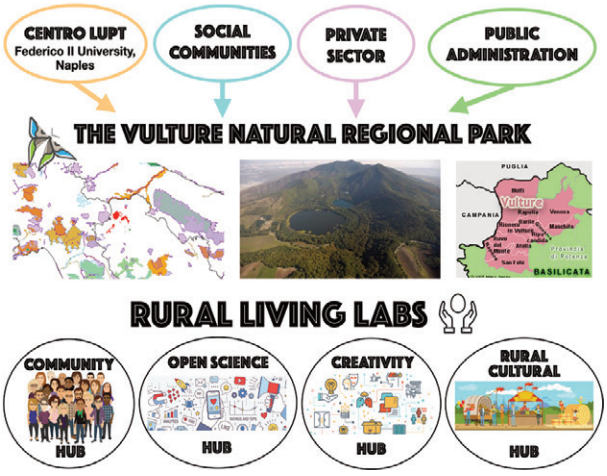


Fig. 13 | Rural and Creativity HUB's model for the Vulture Regional Park (credit: the author, 2022).

ciated with the Living Lab model and its application in rural areas and which could occur in the specific case of Vulture are highlighted in general. Generally speaking, participation within the Living Lab is a fundamental aspect of the project's success and, as such, also represents a risk, which may be logistical (albeit positive) if participation is more significant than expected but predominantly negative if it is lower. As already described in the introduction, for Living Labs to be successful, it is indispensable that there is the active participation of multiple actors, who make their resources (human, financial, assets, etc.) available to the network. It is even more fundamental that the activities are 'inhabitant-friendly' and specifically designed with and for the population basin to which they are dedicated. Therefore, a series of preliminary meetings have been organised between the L.U.P.T. Centre and the park communities to cooperate and co-create activities (Fig. 15).

It is also impossible to establish rigid rules to be imposed on stakeholders for governance. Appropriate communication is therefore indispensable for smooth and elastic planning and properly implementing hubs and activities. Some numerous plans and strategies can be implemented to ensure smooth internal communication between stakeholders and thus avoid problems of poor planning and conflicts: monthly meetings broken down by category rather than by type of partner could facilitate the creation of synergies; quarterly reports that could demonstrate the positive trend (but also highlight the criticalities and aspects that need to be corrected/revised) of the experiments, as well as the professionalism and commitment of the experimenters and stimulate investment also from private individuals; and the creation of a web platform which, if used correctly, has the potential to guarantee the dissemination of all the news concerning Living Labs (new experiments, events, etc.) to all interested Stakeholders quickly and concisely.

As far as governance is concerned, having eliminated the distinction and separa-

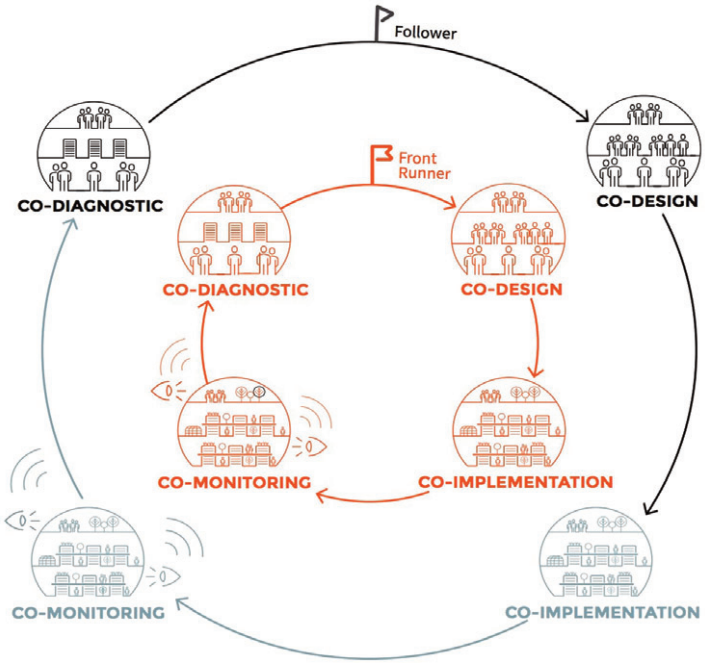


Fig. 14 | From Living Lab to the community: co- design and creation (source: openlivinglabdays.com, 2021).

Fig. 15 | First co-creation moment between the LUPT and the community of the Vulture Park and administrations (source: parcodelvulture.it).

tion between producers and consumers, it is possible to activate a mechanism of equal cooperation that creates the theoretical and methodological infrastructure necessary to unite collaborative pacts and heritage communities (Ballon, Pierson and Delaere, 2005; CoreLabs, 2007). Finally, one of the most outstanding critical issues that must be addressed in the realisation of the project is the availability of funds, both private, from partners and private companies, and public, from research institutions. These funds are indispensable for hiring new personnel, purchasing hardware and software, publicising activities and sharing results. The L.U.P.T. Centre is already moving in this direction, negotiating the allocation of dedicated funds for this pilot programme.

Conclusions and perspectives of research | It is not an exaggeration to say that an 'invisible cultural revolution' is taking place today, indicating the beginning of an acceleration phase of economic development based on new technologies and the new centrality of information and knowledge in production processes (Verganti et alii, 2004). The production and consumption of culture favour an enhancement of the social (in terms of community cohesion, quality of human relations, feeling of trust, willingness to cooperate, and sense of territorial identity), which transforms local identity into a key concept for safeguarding the cultural peculiarities of territories. It also establishes a close relationship between creative processes and supports 'identity policies' that enhance the cultural authenticity of places (Sica and Lusini, 2021).

The fact that these phenomena occur precisely in the era of economic globalisation confirms the thesis that they represent a natural reaction to cultural homogenisation. The internationalisation of markets strengthens the role of places through a twofold order of consequences. One is social, tending to safeguard and respect the culture, the survival of the most peculiar popular expressions, cultural heritage, and feelings of social belonging. The other is economical and gives new vigour to products with a substantial symbolic value, nourished by details concerning local culture, traditions and taste.

The rural workshop and creativity model addresses the economic, social and environmental resilience of the innermost areas of Vulture; it is therefore proposed as an experiment in inland areas. Directly from the needs of the territories, the need to strengthen and consolidate networks between operators in the same sector with related sectors and with sub-sectors of the knowledge system to promote innovation and internationalisation and to increase the dissemination of training emerges. The experience will also lead to the definition of some pilot cases of heritage communities (European Commission, 2022).

The pilot case described in this essay, which the L.U.P.T. Centre of 'Federico II' University of Naples is about to start, fits perfectly into the European horizon. Its main objective is to identify and implement four activity hubs within the rural areas of one of the 134 Regional Parks in Italy, located in an area with incredible geomorphologic and vegetation characteristics. The hubs, conceived and realised 'from below', with the active participation of the inhabitants, private and public partners and coordinated

by our Research Institute, have the primary purpose of enhancing the park and promoting its care and shared use and thereby also by increasing urban-rural cooperation and contributing to the development of tourism, agriculture and local crafts. Nevertheless, above all, their role is to educate the community so it can play an increasingly active role in decision-making processes, first local, then national, political and international. The idea behind the Vulture Park Rural Creative Hub project, and any other project based on the Living Lab model, must be that of enhancing the identity of the community, and the needs of the territory, while keeping intact the objectives that the public administration proposes in common with the community. Hence the current effort to involve the actual users of the landscape (Tosco, 2007), the people who inhabit it: the Council of Europe Framework Convention on the Value of Cultural Heritage for Society (Council of Europe, 2005), signed by Italy in 2013, considers landscapes as fully belonging to the cultural heritage and able to highlight the cultural essence of the territory. As they enhance the relationship between the environment and communities, they must be self-preserved and their value passed on to future generations.

However, this vision requires a fundamental basis: a broad and complete knowledge of what is necessary to respect, protect and enhance. In particular, contexts such as those of inland areas present differentiated ecological and social forms, with areas still active in their continuity of use but threatened by deconstruction dynamics that grip the territory. Participation must therefore be a way to get the local population more involved and to create an endogenous type of destination management that considers the community's needs. Indeed, within the community, there are shared goals that make it easier to use participation. Participatory economic development focuses on the community itself and thus differs from the traditional approach to economic development that tends instead to attract resources from outside (Beel et alii, 2017).

Notes

1) Transdisciplinarity is a term that first appeared in the 1970s when Jean Piaget (1972) pointed to a stage that should not be limited to recognising interactions or reciprocities through specialised research but should identify those connections within a total system without stable boundaries between the disciplines themselves. In 1994, Basarab Nicolescu, Edgar Morin and Lima De Freitas signed the 15 articles of the Charter of Transdisciplinarity (Nicolescu, 1996), proposing the adoption of an alternative and innovative model of thought aimed at establishing a different concept of reality that is more adequate to understand the modern world. Where scientific reductionism runs on binary logic, they integrate the 'third eye'. In 1985, Nicolescu (2008) proposed a more detailed definition: he introduced the concept of 'beyond' disciplines, both as an etymological adaptation of the prefix 'trans' and from his experience in physics.

2) Vulture's soils, with their strong mining connotations, are a fundamental element of the area's high-quality agriculture. The Aglianico del Vulture vineyards are recognised as a historic rural landscape thanks to evidence of this crop dating back to the 7th-6th centuries BC. Similarly, one of the crops that most characterise the landscape of the volcanic massif is the chestnut groves that cover the

slopes of Vulture, constituting an element with a solid historical-identity value since their management was already regulated within the Constitutions of Melfi in 1231. The value of these aspects has been the subject of numerous landscape protection and conservation measures through the Monticchio constraint ex-art. 136 Italian Legislative Decree 42/2004, the Monticchio Wide Area Landscape Plan and the perimeter of the volcanoes landscape constraint ex-art. 142 lett. l) Italian Legislative Decree 42/2004, to which must be added the environmental protection given by the presence of the Regional Reserve of the Lago Piccolo di Monticchio and the perimeter of the ZSC/ZPS 'Monte Vulture', as well as by Regional Law 9/1984 for the protection of the Vulture hydrominerary basin. The Vulture Natural Regional Park area includes the territories of the municipalities of Atella, Barile, Ginestra, Melfi, Rapolla, and Rionero in Vulture, Ripacandida, Ruvo del Monte and San Fele, with a total extension of 57,496 hectares. With approval resolution no. 129 of 3 February 2016, the Draft Law concerning the 'Institution of the Regional Natural Park of Vulture' with the relative perimeter was approved. The Park occupies 11.3% of the territory of the municipalities involved, with the largest protected areas included by the municipalities of Melfi, 1,553 hectares, about 7.5%, and Ginestra with 1,276 hectares, with 96.6% of the territory in the park area. The park also includes the Natura 2000 Network Sites under the Habitat Directives 92/43/EC and 97/62/EC and Birds Directives 79/409/EC and 2009/147/EC, i.e. the SAC/SPA 'Monte Vulture' (Code IT9210210) and the SCI/SPA 'Lago del Rendina' (Code IT9210201), while the portions of territory on which the SAC 'Grotticelle di Monticchio' (IT9210140) falls are excluded since it includes the 'Grotticelle' State Reserve in the Municipality of Rionero in Vulture, established by Ministerial Decree of 11/09/71, which cannot be included in the Park according to art. 22, paragraph 5 of Law no. 394 of 6 December 1991.

3) For more information see the webpage: simra-h2020.eu/ [Accessed 23 August 2022].

4) For more information, please visit: ruritage.eu/project/ [Accessed 23 August 2022].

5) For more information, please visit: liverur.eu/ [Accessed 23 August 2022].

6) For more information see the webpage: cluds.unirc.it/project/sound-project-smart-open/ [Accessed 23 August 2022].

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