



Co-funded by the COSME programme
of the European Union



“Greenways HERITAGE” Project

*Development and promotion of a transnational cultural tourism product linked to
Greenways and UNESCO cultural sites.*

International Workshop

Thursday 24 October 2019

14:00 - 19:15

Venue: University of Milan – Department of Agricultural and Environmental Sciences
Via Celoria 2, 20133 Milano - **Aula Maggiore**

Soft mobility and cultural heritage in Italy

Anna Donati, Italian Soft Mobility Alliance

Italian Soft Mobility Alliance



55 UNESCO SITES IN ITALY

A heritage composed of city centers, architectural monuments, industrial cities, archaeological sites but also natural wonders, unique places and landscapes



The momentum of Soft Mobility in Italy

- **Tourism Strategy 2017-2022** – Mibact. Soft Mobility targets, hiking trails, tourist railways, cycle paths
- **August 2, 2017: Law on tourist railways is approved**
- **Approval of Law 2/2018 on the enhancement of cycling mobility and creation of a cycling pathways network.** The network is set to be closely combined to other soft mobility infrastructures - walking pathways and hiking trails, tourist railways, bridleways, river ways and greenways. More funding to tourist cycling paths.

These networks are closely linked to the Italian cultural and historic heritage.

Cammini d'Italia



Italian pathways are taking steps ahead

- Associations and volunteer work for the development of the pathways
- Via Francigena pathway becomes reality
- 2016: Mibact promotes « The year of walks» in Italy
- More resources to Via Francigena and Appia Regina Viarum pathways
- Mibact Walks Atlas, comprising 42 routes
- Regional commitment to the pathways
- Promotion of travelling, local guides, festivals

LE CICLOVIE TURISTICHE NAZIONALI NEL CONTESTO EUROPEO



Cycling mobility keeps on growing

- Associations and volunteer work
- 2016: the network of national tourist cycle paths promoted by Transportation and Infrastructure Ministry is born
- 500 million funding from the Ministry in the budget balance reforms 2016 to 2018, alongside local and regional co-financing
- 10 tourist cycle paths are in the planning phase: VenTo, Ciclovia del Sole, G.R.A.B, Ciclovia Acquedotto Pugliese, Ciclovia del Garda, Ciclovie Sarda, Ciclovia Magna Grecia, Ciclovia Tirrenica, Ciclovia Adriatica and Ciclovia Trieste Venezia

Requalification of sheltering facilities along paths and trails. Project of the State Property Agency



VALORE PAESE

CAMMINI
E PERCORSI

Il portafoglio immobiliare 2017



103 immobili

43 DI PROPRIETÀ DELLO STATO
50 DEGLI ENTI LOCALI
10 DI ANAS S.P.A.

44

SITUATI LUNGO PERCORSI
STORICO-RELIGIOSI

59

BENI LUNGO LE CICLOVIE

I BANDI DI GARA DEL PROGETTO



BANDI DI CONCESSIONE/LOCAZIONE DI VALORIZZAZIONE

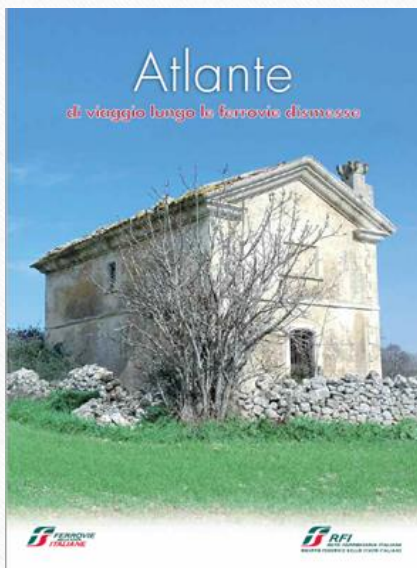
Bando in corso dal 04/12/2017 al 16/04/2018



Law on tourist railwats is approved



- Volunteer and association involvement, for over 20 years: Treno Blu and Treno Natura
- 2013. FS Foundation with the "Timeless tracks" project on 9 tourist lines
- Many tourist services on ordinary and regional lines (Astra affiliated): Trenino Verde sardo, Treno della Sila Calabria
- August 2, 2017: Law on tourist railways is approved
- 18 highly valuable railways, and more to come
- Cicloferro project: cycling on the railway



I simboli utilizzati per le emergenze storico-paesaggistiche dei territori attraversati dalle linee



Greenways, to walk and cycle through

- Requalification project from volunteer and associations' work
- Rete Ferroviaria Italiana and FS have presented a «Travel atlas along disused railways»
- To date, 800 km of disused network have been restored
- Toll booths and stations valuable for tourist accommodation



Terre di Siena Slow project

An Audax Randonneur Italia project to integrate:

- The via Francigena pathway
- Cycle paths and the Eroica cycle pathway
- The tourist train Treno Natura
- Historic cities, landscape and UNESCO sites
- Local products



EuroVelo 5 Via Francigena	5	3	Bicitalia 3 - Ciclovía Francigena Como - Brindisi (varianti Moncenico e Sigheo)	[2.000]
EuroVelo 7 Via Etrúca	7	1	Bicitalia 1 - Ciclovía del Sole Santnerio/Val Pusteria - Palermo	[3.000]
EuroVelo 8 Medioevana Etrúca	8	19	Bicitalia 19 - Ciclovía Tirrenica Ventimiglia - Latina e Ciclovía Sarda	[1300]
18			Bicitalia 18 - Ciclovía Fano Grosseto Fano - Marina di Grosseto	[400]



Rome, the cycling *Grande Raccordo Anulare*



GRANDE
RACCORDO
ANULARE
delle BICI

UN PROGETTO



IN COLLABORAZIONE CON

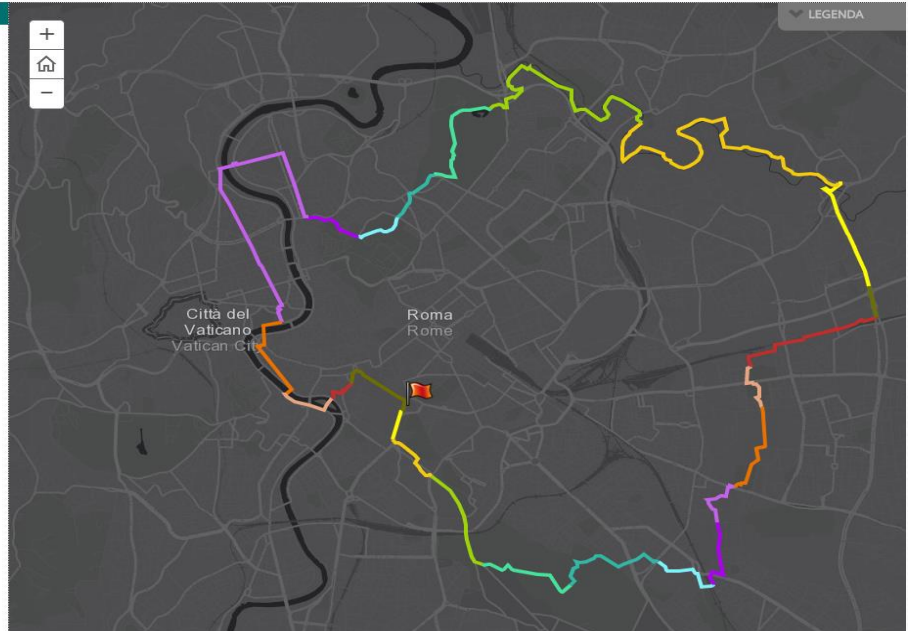


Touring Club Italiano



Navigation menu with icons for home, list, and social media (Facebook, Twitter, Italian flag).

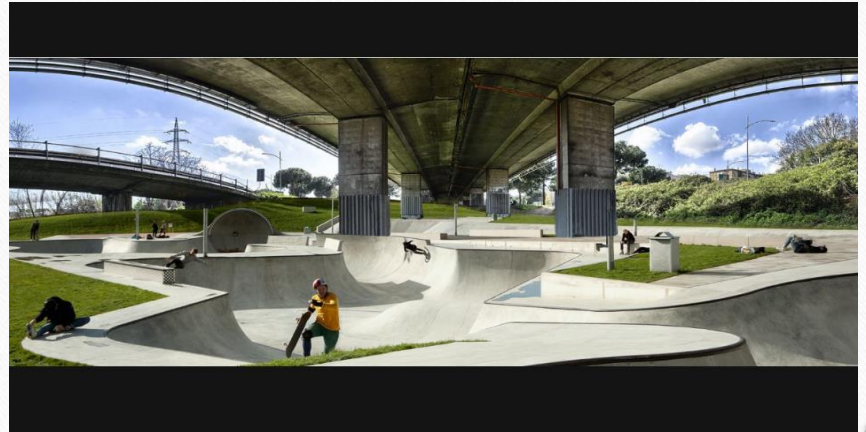
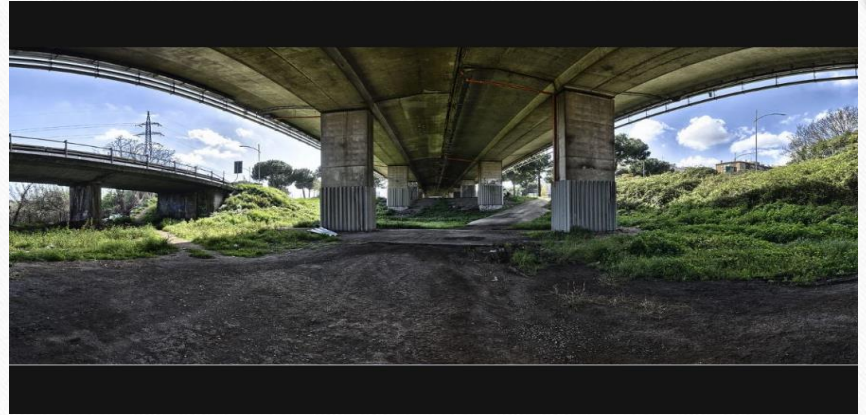
- HOME
- GRAB THE CHANCE
- IN SELLA, SI PARTE
- 1. TAPPA ARCO DI COSTANTINO - CIRCO MASSIMO
- 2. TAPPA CIRCO MASSIMO - TERME DI CARACALLA
- 3. TAPPA PORTA SAN SEBASTIANO - APPIA ANTICA
- 4. TAPPA PARCO DELLA CAFFARELLA - ALMONE
- 5. TAPPA ALMONE - ARCO DI TRAVERTINO
- 6. TAPPA ARCO DI TRAVERTINO - TOR FISCALE
- 7. TAPPA TOR FISCALE - QUADRARO
- 8. TAPPA QUADRARO - TORPIGNATTARA - VILLA DE SANCTIS
- 9. TAPPA VILLA DE SANCTIS - VILLA GORDIANI
- 10. TAPPA VILLA GORDIANI - TERME GORDIANE
- 11. TAPPA TERME GORDIANE - PARCO LINEARE TAV
- 12. TAPPA PARCO LINEARE TAV - PARCO BADEN POWELL







GRAB is a project of urban restoration, landscape requalification, enhancement of historical heritage and sustainable mobility for Rome as a whole



The Via Verde greenway on the Trabocchi coast

Negli anni 70/80 del 900, coalizione tra società civile attori locali ed amministrazioni territoriali seppe contrastare ipotesi di sviluppo che avrebbero pregiudicato irreversibilmente l'integrità del territorio costiero, un corridoio verde per la costa teatina oggi

1. Redazione del masterplan

**Il paesaggio
della Via Verde**



Fase 1

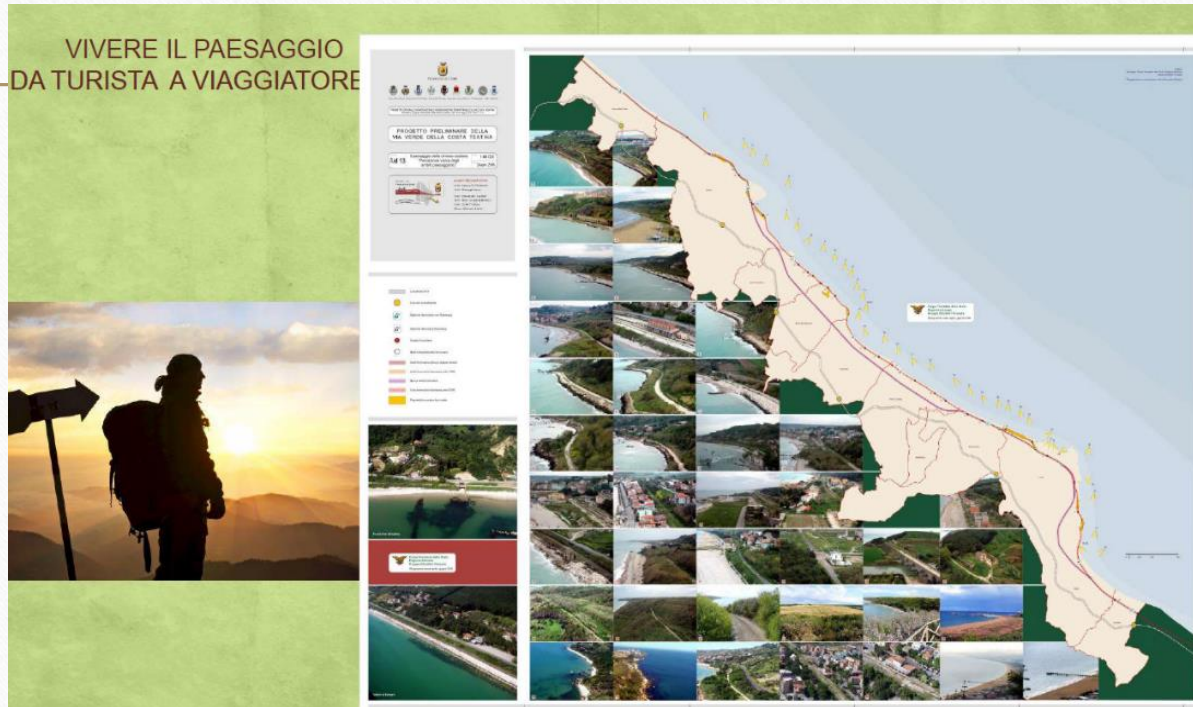
Fase 2

Fase 3

Fase 4

The Via Verde greenway on the Trabocchi coast

Experience Landscape from tourist to traveler



The Italian «Transiberian» railway: Sulmona - Carpinone



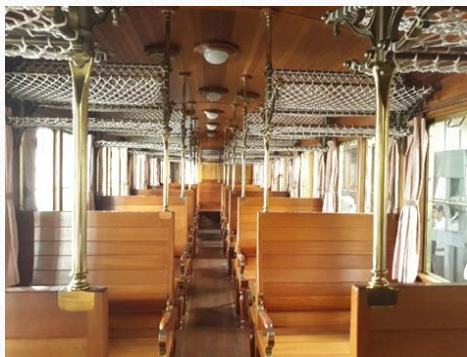
FONDAZIONE FS ASSOCIATION CIVILIA "NOI DELLA FERROVIA" leRotaie TURISMO e CULTURA

PROSSIMA FERMATA, MOLISE!

Sabato 14 e Domenica 15 Settembre 2019
da Sulmona a Carvilli, Isernia, Campobasso e rit.

VIAGGIO DI 2 GIORNI IN TRENO STORICO

A photograph of a historical train with brown and green carriages. The train is moving through a green landscape. A yellow sign on the train reads "VIAGGIO DI 2 GIORNI IN TRENO STORICO".



 **TRENIINO VERDE**
DELLA SARDEGNA



La ferrovia
più bella del
mondo



**PALAU
TEMPIO**



**MACOMER
BOSA**



**MANDAS
LACONI**



**MANDAS
SEUI**



**ARBATAX
GAIRO**

**RETE CICLABILE DELLA
SARDEGNA**

SCOPRI DI PIÙ



L'Atlante Italiano della Mobilità Dolce



Thank you for the attention!

www.mobilitadolce.net

annadonatimail@gmail.com

