

PHASE 3 - FORMULATION OF INTEGRATED POLICIES

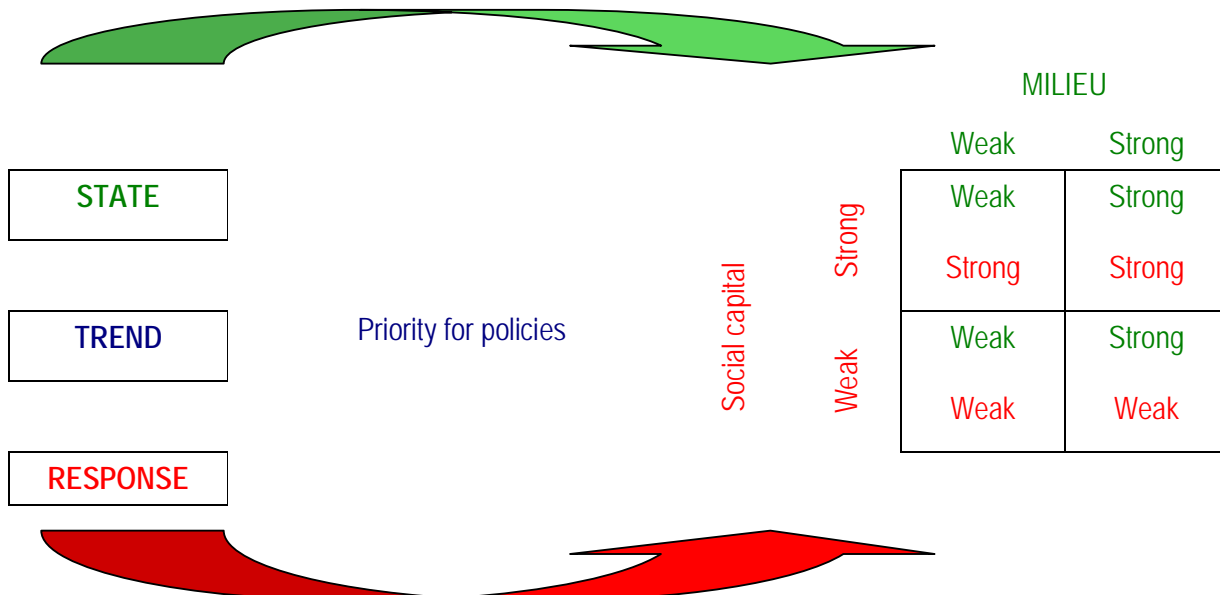
Results of SWOT analysis need to be interpreted to formulate suitable sustainable intervention policies. To this end, an interpretation method analyzing the situation of each historical settlement and local communities has been worked out; it consists in a complex index defining the level of local *milieu* (defined as cultural identity heritage, which is formed by local traditions, sense of belonging to the local community, local relationships, eno-gastronomy, landscape peculiarities) and in another complex index that can be considered as a *proxy* of vibrancy of social capital.

Using the following scheme it is possible to formulate intervention policies:

- ❖ vertical axis: social capital (social organization and local relationships: cooperation)
- ❖ horizontal axis: milieu (local heritage and landscape quality and their distinctiveness)

Indicators can be used to define milieu and social capital:

- ❖ **State Indicators** represent the Milieu level;
- ❖ **Response Indicators** represent the Social level;
- ❖ **Trend Indicators** are used to evaluate priorities.



The following matrix represents the four possible situations and the related intervention indications, to be adapted in the specific territorial and social context. Through the matrix the following situations can be identified:

1. **rising areas**, with a strong milieu and social organization. Suggested policies can be addressed to the recognition of goals reached and incentive for further aims;
2. on the contrary, we can identify **marginal areas**, where the milieu is weak as is the social capital. Suggested policies should foster projects and rising awareness for heritage;
3. **areas with rich milieu and weak social capital**. Suggested policies: protection and initiatives to discover heritage;
4. **areas with weak milieu and rich social capital**. Suggested policies: incentive and support for sustainable change-over processes.

	<div style="border: 1px solid blue; padding: 5px; display: inline-block;">Inhabitants without milieu</div> - milieu /+ social capital Incentive and Promotion Policy Sustainable changeover e.g.: Sustainable Development Projects	<div style="border: 1px solid blue; padding: 5px; display: inline-block;">Rising area</div> +milieu/+social capital Recognition Policy Incentive and Promotion Policy e.g.: Territorial quality trademarks identify and stimulate excellence
High Priorities Low Priorities	<div style="border: 1px solid blue; padding: 5px; display: inline-block;">Marginal Area</div> - milieu /- social capital Support Policy Project Policy e.g.: Initiative to reconstruct local awareness for heritage	<div style="border: 1px solid blue; padding: 5px; display: inline-block;">Milieu without inhabitants</div> + milieu /- social capital Protection and Defence Policy Development Policy e.g.: Patrimonial Education e.g.: Initiative for heritage rediscovery
High Priorities Low Priorities		