



FONDAZIONE ALARIO PER ELEA-VELIA
Organizzazione Non Lucrativa di Utilità Sociale

International Competition of Ideas

The National Park of Cilento, Vallo di Diano and Alburni

Plans for development, organization of landscaping, material and immaterial infrastructures, production, services, articulation, forms of management and competence.

Issuing board:

Fondazione Alario per Elea - Velia Onlus

With the concurrence of **National Park of Cilento, Vallo di Diano and Alburni**

Patronage of:

Regione Campania

Provincia di Salerno

Università di Salerno

Camera di Commercio di Salerno

Associazione Industriali di Salerno

In collaboration with:

Gal Casacastra

Gal Vallo di Diano

Gal Cilento Regeneratio

01. OBJECT ISSUING BOARD AND ADMINISTRATION OFFICE

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02. OBJECT OF THE COMPETITION AND TERRITORIAL METHODS OF REFERENCE

We are looking for programmes, actions and project strategies for plans of development, the organization of landscaping, material and immaterial infrastructure, services, production ideas, articulation, forms of management and competence, that could be carried into effect working within the original proposed Institutional reform laws governing specific regional delegates .

The best ideas will be competing for inclusion in a "Masterplan", an unitarian strategic vision that by means of a series of objectives and integrated actions, would allow the territory to form one unique programme of work plans and projects coherent with the territorial systems of

development. These ideas will be promoted through the qualified financing institutions at both regional and European levels within the ambit of the 2014 - 2020 programme.

The consultation regards the 95 municipalities of Cilento, Vallo di Diano and Alburni, of which 80 internal areas and 15 adjacent, that is an area of 321.000 hectares with a population of about 270.000 inhabitants.

Of these municipalities 74 fall into the “dominant naturalistic system” while the Vallo di Diano system which is made up of 15 municipalities and the Antica Volcei System made up of 16 municipalities, are included in the “dominant rural-cultural system”, and finally there is the Magna Grecia system that is made up of 6 municipalities and included in the “coastal dominant scenic-cultural environment system”.

03. NETWORK FOR SUSTAINABLE DEVELOPMENT AND SET NORMATIVES

The participants can propose ideas, actions and project strategies for a specific geographical area, identified as a territorial network, in a suitable scale (they are free to choose according to the type of proposal, the geographical area e/o the number of municipalities, of goods , resources and opportunity, also non-adjacent to the homogeneous area) belonging to 5 precincts - Cilento and Vallo di Diano - from the Territorial Systems of Development (STS) as identified in the Territorial Plan (PTR) for the Region of Campania.

With a valid qualification, the participants will be able to propose either a project idea for a portion of the formed territory from a series of adjacent or neighbouring municipalities or select some natural elements taken from the landscape, local history, archeological or cultural aspects even if the relationship between them is distant but correlated or connected in some way and form a coherent useful strategy, proposing programmes, actions or activities, either material or immaterial.

The project ideas proposed by the participants will be developed and compiled (apart from those proposals needing modification) in harmony with the current Urbanistic instruments which are “The province of Salerno territorial plan of co-ordination (PTCP),” and the “National park of Cilento and Vallo di Diano” urbanistic and municipal plan (PUC) of the interested municipalities, respecting the diverse ties that already exist.

04. COMMUNITY SPIRIT AND THE INTERNATIONAL POSITION OF THE TERRITORY

The challenge that the Fondazione Alario proposes is to evolve and transform in a sustainable and knowledgeable way the material and immaterial networks, the landscape, the services and facilities common to a territory characterized by its great beauty and some isolated or marginal areas, in a relational system more integrated and reticulated, live and productive, capable of generating work, economy, well being and community spirit. The aim is to share from the onset and develop coherently: urban area networks, naturalistic sites coastal zones, inland areas and historical and archeological monuments, the enormous potential of which is sometimes not expressed fully and communicate clearly for the first time on the International market - (Tourism, leisure activities, investment opportunities, the production of agri-biological products, the “Mediterranean diet”, well being and fitness...) a territory, vast and articulated, with its own excellent products, in a co-ordinated and united way.

05. PROJECT GUIDE, SOCIALLY RESPONSIBLE, ADAPTABLE AND REPEATABLE

We are not asking the participants to elaborate an urbanistic plan by means of maps of vast areas with the ambition of covering all of the area of Cilento, Vallo di Diano and Alburni, on the contrary a compilation of a series of themed illustrated project ideas, socially responsible, respectful of the

urban and rural environment, even better if it is easily implemented and partially self-funded, that could provide a wealth of experience, taking into account the requests and the needs of citizens and to be potentially adaptable and successfully transformed into actual reality. However the immediate objective of the consultation is the research for models of partial intervention, that can be replicated, are socially responsible and flexible solutions of zero impact to the environment and capable of multiplying the community benefits and local economy.

06. GREEN - BLUE ECONOMY AND ECO-SMART CITY

The basic aim of the competition is to contribute to the evolution of the creation of an Italian "Green area" or according to more actual theories "Blue" founded on the collaboration between local companies, project planners and businessmen, that could boost investment in research, techniques, technology and provide "state of the art" materials and components, not only for research laboratories, foundations and associations, but also for far-seeing enlightened businesses that are interested in creating specialized jobs and products with higher added value and innovation.

The integral project model - water, tourism, agriculture, energy - which has grown around the Alento Dam, constitutes a paradigmatic case where it is possible to repeat similar fluvial operations, as is the protection of nature and the promotion of the beauty of the countryside and coastline. The National park of Cilento and Vallo di Diano together with many virtuous past town mayors have actively contributed to the care and protection of historic centers, made the area welcoming to visitors, improving services and facilities and thus increasing the value of the coastal areas with their achievements.

Nevertheless, in spite of the individual initiatives already undertaken and achieved in past years, the fact still remains that we have been unable to form a network and above all the necessary collective results of the day to day running of the park which are needed for the well being of the park, are not being reached, particularly to the needs of the young.

For this reason, each project idea will be accurately analysed assessed and studied in detail, taking into account the economic impact, its social and occupational content and ultimately the best use of the economic scale- for example, rationalising the base infrastructure and local services.

The tendency towards an "eco-smart city" should be stressed,- that is an eco-compatible, intelligent city that extends throughout the network of Cilento and Vallo di Diano and Alburni territory defining the first ever "Smart Park" established in Italy and Europe.

07. AIMS AND ACTIONS OF THE SYSTEM

The said aims and actions of the system and the aims and actions of the territory are made explicit in the report by the president of the "Alario Foundation" (see attached document) saying that the participants will be able to develop all of the exceptional attributes concentrated in the area of Alburni, Cilento and Vallo di Diano, the numerous sites recognized by UNESCO - the world heritage site of humanity: the Biosphere reserve, the Geopark, the Mediterranean diet and the more relevant cultural and historic archeological sites of Italy, the temples of the city of Paestum, the archeological site of Velia, the San Lorenzo monastery at Padula and finally the numerous authentic historic town and village centers, the fertile plain with its abundant agricultural production, irrigated by local rivers and the multiple "blue flags" that have been awarded to the beaches along the spectacular coastline for their beauty and pristine conditions.

> Aim 1 - Identity and cultural landscape

Action 1 - The Magna Grecia and the integration of the Mediterranean peoples;

Action 2 - Material and immaterial networks of neighbouring provinces and regions.

> Aim 2 - Valuing territorial resources

Action 1 - Water plans;

Action 2 - Forest plans (carbon credits);

Action 3 - River contracts (Alento, Mingardo, Bussento, Calore, Sele);

Action 4 - Alento park;

Action 5 - Intercommunal park of Tanagro - Vallo di Diano river.

> Aim 3 - Implementing a usable and sustainable system of mobilization throughout the territory.

Action 1 - Multiple thoroughfare via Battipaglia - Sapri, both road and railway networks, relaunching the "high velocity" project as far as Calabria;

Action 2 - Fast link roads to the Park from Campagna, along the route to Postiglione, Aquara, Controne, Castelcivita as far as Vallo della Lucania;

Action 3 - Business links - roads to link Polla, Atena Lucana, S. Arsenio, S. Pietro al Tanagro, Sala Consilina, Sassano as far as Padula.

> Aim 4. Green businesses and advantageous tax system

Action 1 - Regional declaration of a tax-free zone for the park and neighbouring areas;

Action 2 - Implementation and support of Certificates of Quality and Green businesses (ISO - EMAS - BIO).

Action 3 - Research and development 2007 - 2013 Table V.

08. TERRITORIAL OBJECTIVES AND ACTIONS

> Aim 5 - Evolved cultural areas.

Action 1 - Tourist areas in the coastal zone where the economy of the municipalities is essentially founded on activities that are tied to the tourist sector.

Action 2 - Agricultural area of the inland valleys characterized by strong development in the agricultural sector and by the presence of the principal infrastructural link network.

Action 3 - Agri-tourism area of the mountainous region, where traditional agricultural cultivation prevails, leaving space for woodland areas and a higher level of naturalization.

09. TOWARDS PROGRAMMING AND UNITARY COMMUNICATION

In order to carry out programmes, the network of Cilento, Vallo di Diano and Alburni constitutes a focal point, around which converge plans and projects that are integrated and co-ordinated towards the question of finance or funding and unitary territorial marketing actions. This precious work which starts with the competition aspires to change the position of the Salerno territory on the Italian and International stage.

Long since buried programmes, ideas and projects will emerge through the comparisons that the best intellectual, professional, economic and administrative forces of the country will make, that will contribute, construct and focus on the many declinations, applications and sometimes latent in-expressed potentiality of the territory. It will be the culmination of collective intelligence, network, democratic participation and actual necessity.

Activating and connecting the multiple links in the network more intensely - ideas, man, nature and town - we will be able to function and co-ordinate finally, under a unique vision and a unique masterplan: projects, initiative, actions and events, public and private, material and immaterial, accomplished or in progress, programmed or of a new conception will contribute to the development and well being of the local community.

The successful initiatives and the virtuous examples already achieved should be recognised, studied more deeply and broadcast so that the many projects that haven't yet had the opportunity to be completed could be relaunched creating new impulses for the economy, tourism, agriculture

and jobs. Making this choice, The Alario Foundation, instead of starting with a graphic sign or personal designer logo and afterwards looking for strategies to advertise them and find the best ways to use them, as usually happens - begins with the territory (achievements, best practices, proposals, plans, projects, studies, ideas, suggestions) and from the concrete experiences to collectively design and activate indispensable projects and proposals for sustainable development. At the end of the discussions and talks, after thorough analysis of the projects, a unitary logo for the park will be conceived and its various uses formed, so that it can be recognised and identified unilaterally. The logo will be formed after taking into account the wishes of institutions, administrators, experts, businessmen, professionals, associations and simple citizens.

10. CONDITIONS OF PARTICIPATION

The competition will be carried out in one unique phase and is open to architects and engineers qualified to practice in their respective profession in their country of origin.

The participation can be in the form of a single participant or the formation of a group. In the case of group participation, the leader of the group must be an architect or engineer qualified to practice his/her profession in his/her country of origin; the rest of the group could hopefully be made up of professionals, researchers, business people, societies, companies, foundations, associations and citizens. Collaboration is therefore possible and encouraged on an interdisciplinary, multi-cultural and International level.

Each component of the group is recognised in equal measure as the author of the project. Each participant or group can work on and forward only one project idea.

The participants cannot be part of more than one group.

In the case of group participation, the group must include a young professional architect or engineer, qualified to practice his/her profession in his/her country of origin for less than 5 years. The official language used throughout the competition is Italian.

11. REASONS FOR EXCLUSION AND INCOMPATIBILITY FOR PARTICIPATION

The project ideas must be absolutely anonymous in all their parts (drawings, designs, texts) and the specific requirements indicated in this document should be strictly adhered to. Failing to do so carries the penalty of exclusion.

The panel of judges can decide to exclude a competitor if there is a clear infringement in the presented material, in respect to the requirements, or if, after having verified that certain elements may compromise the anonymity.

Cannot participate in the competition:

- Employees and collaborators of the Alario Foundation for Elea - Velia
- Persons, at whatever level who have collaborated in the preparation of the competition.
- Family members or relations to the panel of judges.
- Persons who work on a business level with, or collaborate with, the panel of judges.

12. REASONS INSCRIPTION AND ENTRANCE FORMS

The competitors must complete and forward entrance forms before 12.00 a.m. of 8th July 2013.

The entrance forms can be found on the website of the Alario Foundation

www.fondazionealario.it or from the official site of the International Consultation

www.newitalianblood.com/fondazionealario and sent via e-mail to the secretarial offices of the

competition: info@fondazionealario.it a copy of a money transfer for 100 euros paid into the

account of Fondazione Alario per Elea/Velia ONLUS (IBAN: IT 05 X 05392 76020 000001407824)

with the motive of payment "Consultazione Internazionale di idea per la città del Parco Nazionale

del Cilento, Vallo di Diano e Alburni” should be attached.

Entry forms forwarded by other means will not be admitted and it will not be possible to modify, eliminate or add components to forms that have already been consigned.

13. QUESTIONS AND ANSWERS

The participants are invited to forward any questions to clarify the rules and regulations or aims and objectives of the competition by means of writing an e-mail to the secretarial offices: info@fondazionealario.it. The questions must not arrive later than 24 June 2013. The office will publicize a synthesis of questions and the relative answers on their website www.newitalianblood.com/fondazionealario before 5th July 2013.

14. INFORMATION AND DOCUMENTS REQUIRED FOR PARTICIPATION

The participants must present the following documents with their inscription, made in the form of a declaration and signed by professionals or legal representatives together with the project, and placed inside an anonymous folder. In no way must the competitors violate the anonymity, adding signs or symbols or other identifying elements, with the penalty of exclusion from the competition. On the folder must be added a special identification code made up of 5 numbers chosen by the competitors (letters are not accepted):

Address: Fondazione Alario per Elea-Velia Onlus - “Consultazione Internazionale di Idee per la Città del Parco Nazionale del Cilento, Vallo di Diano e Alburni” - Palazzo Alario, viale Parmenide, loc. Marina - 84046 Ascea (SA).

The folder must contain ENVELOPE A (Documents) and ENVELOPE B (Project) as specified in the following.

ENVELOPE A

A white, opaque and sealed envelope of format A4, upon which must be written “BUSTA A” and the identification code of the competitor, should be used to contain the following documents:

1- Entry form, compiled by the group leader, indicating the group members, address, telephone numbers, e-mail addresses of each member and signed by each member.

2- A photocopy of a valid document of identification of the single participant or legal representative as well as all of the members of group participants.

3- Digital reproduction. All of the documents contained in both envelope A and envelope B should be recorded on a CD or DVD, labelled with the competitor's identification code, in Pdf format and using the format “Word”. The CD or DVD should be inserted into envelope A.

ENVELOPE B

The project should be contained in an opaque and sealed folder, on which should be written “Busta B” and the identification code of the competitor/s made up of 5 numbers. The identification number should also be written on the top right-hand corner of each paper (height of numbers 1cm). The project should be made up of the following papers.

1- N. 3 plates (format UNI A1 vertical) mounted on light rigid panels (type forex 3mm), making it possible to line up other panels side by side on the long edge, creating one unique panel of 178,2 x 84,1cm.

The composition of the plates that must synthesize the layout ideas can be freely formulated by the competitor by means of designs, pictures and texts. On the first plate there should be a general planimetry of the location, using a suitable scale and an indication of the municipalities concerned in the project, in order to immediately frame the area or areas chosen for the project.

2- N. 1 illustrated work plan, no longer than 30 pages (written or designed on facing page only), excluding the cover, in addition to a reduced reproduction of the plates in format UNI A 4 vertical,

that illustrate the method of approach to the topic and the principal chosen schemes. These can be supported with diagrams, sketches, designs, photos/pictures, territorial expanse maps, maximum cost valuations to outline clearly, the concept, strategy, characteristics, elements, materials and technology necessary for the comprehension of the project idea.

15. CLOSING DATE FOR CONSIGNMENT

At the end of admission to the competition, the competitors must consign or send by post or authorised courier express the folder of documents to the “Fondazione Alario” no later than 12.00 a.m. of July 31st 2013. The closing date for consignment is final. Postage postmarks will not be taken on trust. Any consignments arriving after the said date will not be taken into consideration. The Foundation declines any responsibility in case of loss. The participants are responsible for any postage, consignment or insurance costs. The envelopes cannot be sent by a postage system of “Pay on delivery”.

16. COMPOSITION OF THE PANEL OF JUDGES

The panel of judges will be made up 5 actual members and other substitute members.

Actual judges:

1. Architect town/planner or landscape planner, of high standing
2. Manager/Businessperson of high standing
3. Expert in Marketing and Communication
4. Expert in Sustainability and Green Economy
5. Technical expert of high standing

Substitute judges:

1. Architect town or landscape planner, of high standing
2. Manager/Businessperson, of high standing
3. Expert in Marketing and communication
4. Expert in Sustainability and Green Economy
5. Technical expert of high standing

17. CRITERIA FOR THE VALUATION OF THE PROPOSALS

The Jury will value the project ideas according to the principles of relevance, sustainability and the ability for accomplishment.

- 1- The strategic relevance of the project idea and the potential to offer a determining contribution to the sustainable development and economy of the ample parts of the Cilento, Vallo di Diano and Alburni territory (max. 40 points);
- 2- The integration of the proposal into the environment and countryside, the sensitivity afforded to the local eco-systems, the economic benefits and opportunities, working and social, for the community (max. 30 points);
- 3- The ability to accomplish the project idea, implementation of the phases, the certainty and the ability to repeat the solutions suggested for the fulfilment of the operation (max. 30 points).

18. PRIZES, COLLABORATION AND SHOW

The Alario Foundation will award a first prize worth 35.000 euros, together with another 2 prizes each one worth 10.000 euros for second and third classification. It is also the intention to give 5 Awards of Merit to projects that are particularly original and merit attention.

All of the prize-winning ideas will be exhibited on the web sites www.fondazioealario.it and www.newitalianblood.com/fondazioealario

To single or group winners and those with Awards of Merit, the Foundation may commission the projects that are held particularly significant for the development of the community of the National Park of Cilento, Vallo di Diano and Alburni for an in-depth study.

The exhibition or show of the prize-winning projects and projects given Awards of Merit together with the participants will take place at the Alario Foundation for Elea - Velia.

19. THE RESULTS, PUBLICATION AND TREATMENT OF PERSONAL DATA

At the end of the jury process, the administration will communicate the results via e-mail and send the final classification to all of the participants. The classification, together with pictures of the winners will be sent to International journals and magazines specialising in town-planning, architecture, landscaping, design, economy, culture and ecology. When applying to take part in the competition, the competitors authorise the use of their personal data only for the extent and duration of the consequent inherent phases of procedure of the competition.

20. FINAL RULES AND COPYRIGHT OF THE PROJECTS

The Alario Foundation claims full ownership of all work submitted to the competition by the winning competitors. The intellectual ownership and the copyrights of the presented projects belong to the competitor-author, as laid down by the law, regarding the ownership of copyrights. The Alario Foundation reserves the right to exhibit and publish presented projects without permission from the authors.

The ownership of the winning project and the runners-up will be bought by the foundation with the payment of the prizes. The Foundation may use any form of publication or broadcasting they think fit (internet sites, brochures, journals, magazines, etc.).

Participating in the competition, implies that the competitor accepts the conditions and rules contained in this document. The data given by the competitors will be used exclusively for the purpose of the competition and the discussions relating to it.

When applying to take part in the competition, the participants authorise the Foundation to use the submitted material and likewise declare that the said material is not subject to the rights of a third party. The participants must endeavour to insure that The Alario Foundation remains free from indemnity should there be any claim made on the part of third parties, in the case of possible publication or future exhibitions, with specific reference to web-sites, dossiers, brochures, magazines, catalogues and any other use.