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## Territory: A Living Book To Be Able To Read Which Inspires and Contaminates Feelings of Wellbeing.

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### Abstract

The world turns quickly in the current phase of globalization, and the themes of sustainable development are part of this transformation. In this context the territory plays a fundamental role. The importance of the territory is underlined especially in cases of natural disasters that cause serious damage both material and social, thus affecting the wellbeing of entire communities. It is time to change significantly the way to govern the problem. The territory must be preserved, managed and promoted with an holistic approach so that it can deploy to local population the full potential of intelligent and cognitive system based on the new paradigm of the tradi-ovation. This work introduce a new approach which can address new generations to understand the territory for a new era of people wellbeing.

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### 1. Introduction

The world turns quickly in the current phase of globalization, and the themes of sustainable development are part of this transformation. Many things have changed since the 2000 launch of the Millennium Development Goals (SDGs). The international debate is in full swing, trying to integrate goals and governance towards sustainability transformation on three main topics:

- SDGs in terms of planetary wellbeing

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- SDGs in terms of human wellbeing
- Governance and SDGs

In this context the territory plays a fundamental role. Europe territory is characterized by a strong presence of rural areas. After the European Commission adopted in 2010 a new method of classification of rural areas based on a variation of the previous OECD's method, approximately 52% of European territory is classified as predominantly rural, 38% intermediate and only 10% predominantly urban (European Commission, 2013). Nevertheless, for over a century, the traditional assumption that urban areas provide a different way of life and usually a higher standard of living than rural areas, supported the powerful trends of industrialization and urbanization that have steadily altered the economic, social and political condition of rural areas.

The importance of the territory is addressed especially in cases of natural disasters that cause serious damage both material and social, thus affecting the well-being of entire communities. It is time to change significantly the way to govern the problem. From an "emergency management" to an "innovative and preventive management" of the territory with a proactive and "bottom up" participation of those who are facing this problems.

## 2. Territory: Why, What, Who?

### 2.1. Why the territory

The situation in the world and specifically in many countries, shows a trend of continuous degradation and the use of land for other purposes than agriculture (Coldiretti, 2014). This results from the inability of both local and national governments to cope with the hydrogeological instability, which occurs more and more frequently even in view of the looming effects of a global change in the climate. According to estimates, the global damage calculated for 2011 amounted to over 311 billion dollars (IFRC, 2011).

The territory is a physical substrate (soil, arable land, water, forest, biodiversity, renewable energy, non-renewable resources, landscape, buildings and infrastructures, etc.), where economic, social, historical and cultural aspects are stratified (Romstad, 2010). Being innovative activities, the actions of territorial programming and planning must be carried out, and strongly supported by an appropriate and widespread use of advanced instrumentation of Information and Communication Technology. The GIS, GPS, DSS and broadband Internet should be the key elements of a "user-friendly" store of knowledge in modern management of the process of the sustainable development strategy. Taking the territory into consideration is an indispensable way to guarantee the sustainable future of any activity in rural areas.

### 2.2. What is the territory

The territory is an open book written in ink that we cannot normally read. But it is our duty to make it readable to everyone with an innovative, smart and skilled approach. This because the territory has different roles and functions, as in the following open list:

- showing and representing
- telling stories
- speaking
- singing
- smelling
- tasting
- stimulate feelings
- catalyzing creativity
- stimulating inventiveness
- attracting
- inspiring
- intriguing

The territory in its widest and most holistic form, together with man with his capacity to analyse, choose and operate together with humanity, which distinguishes him from all other living creatures, should be brought back to the centre of strategies used by any development model by using a concrete, operational parameter in order to create the basic conditions for an infeasible ‘ new renaissance’.

### 2.3. Who to be in the territory

This will focus on the strategies of protection, conservation and enhancement of different areas around the world, the relationship between urban and rural areas, the challenge of renewable energy, green economy and the eradication of poverty. Therefore, these objectives and issues need to be put into practice both in a local, national and international context by professionals who, from the perspective of “global thinking and local acting”, have noticeable, modern know-how and the “ability to act” that matches the ongoing revolution, known as the third industrial revolution.

### 3. Damages caused by natural disasters and the territory management

This drama sees further repeat the enormous difficulties with which governments never give illuminating examples of real capacity ready emergency response (remember the flood in New Orleans a few years ago in the United States of America).

The ability of unimaginable reaction of people (with their own means, with his despair, with their sense of the common good, with real application of subsidiarity and bottom-up), shows that there are skills to be able to do management emergencies. This shows that people are especially capable of doing prevention and proactive action to safeguard the territory, the only real possibility to limit these calamitous events which, not are the result of natural disaster or particularly climatic phenomena, but the nature and the climate always have always known in the course of the centuries.

then it's time to move, in the process of slimming the public presence, the attention and methods of land management by counting the self-management skills of local communities, who have always given and give wonderful examples when it comes to emergency response , but also to correct prevention.

The territory at this height must be considered a common good for which the responsibility of preserving the productive capacity of their physical integrity, historical, cultural, identity, can, with precise rules that apply to all common goods (Commons in the language of the Anglo-Saxon Nobel laureate Elinor Ostrom), be referred to the local communities and the actors in the territory (first of all farmers).

It is time to capture the New Paradigms and New Approaches that the Territory has to offer.

Among the New Paradigms we can include, in addition to the three related at the Sustainable Development strategy , those as following:

- Territory is a living entity consequently at the vision as book to be able to read;
- Territory is the reservoir of resources to be put into the cycle of a sustainable production system of goods and services;
- Territory is an intelligent cognitive system that educates and learning with a smart use of the ICT;
- Territory is specificity, rarity and specialty but social inclusive
- Territory is “TRADI-OVATION” (intended as an acronym for “Territory, Rural Areas, through Development, Innovation, Organization, Valorization, user friendly Technology, ICT sharing, Online Networking).(Ciani, 2012).In this sense is the key word and the main theme around which any innovative process can be structured to give effective credibility and to erase the increasing disillusion that follows major international meetings, in order to move from words to actions and create the foundations for the New Model of Management and Promotion of the Rural Areas.
- Territory send us the option to Overcoming of the Labour Systemic Prison by the Free Time and the Recovering of the Environmental Space

These appear to be the only way to increase the wellbeing of communities and people. As everyone knows, the European Union itself in 2014 began a process to develop, with the cooperation of the various States of the Union

and of the various Local Governments, Development Programmes, with various tools that relate to the plurality of sectors and European society, as a whole, for the period 2014-2020.

The European Union creates the General Framework for action, but then left to individual countries to propose specific action plan on the National and Regional level to the regions.

This analysis leads us directly to use as possible, within this framework, tools that provide, through the mechanisms of Participatory Planning, Management Agreements between the Public and the Private to the preventive management of the territory.

On these principles underpinning the strong assurance that the Management Contracts can truly guarantee a new season at the Country for a preservation of its territory, to be a fundamental part of people wellbeing.

#### **4. Exploring Sustainable Management and Promotion of Territory to Promote wellbeing**

The territory in its widest and most holistic form, together with man with his capacity to analyses, choose and operate together with the “humanity” which distinguishes him from all other living creatures, should be brought back to the center of strategies used by any development model by using a concrete, operational parameter in order to create the basic conditions for an indefeasible “new renaissance”.

Climate change, joint at the processes of urbanization continues with the abandonment of many areas from the rural population, agricultural production processes directed towards the large scale, the difficulty of direct intervention in the maintenance of the land by public bodies , could gradually but surely, to reduce the function of "fuel" for the initiation and growth of integrated and sustainable business that is a concret potential for the goals of SDGs 2015-2030 .

Therefore, these objectives and issues need to be put into practice both in a local, national and international context of professionals who, from the perspective of "think globally, act locally", have the distinctly modernized know-how and the “ability to act” that match up to the ongoing revolution, known as the third industrial revolution. Above all, they are aware of the strategic prospects of saving the planet through good practice in the processes of the Strategy of Sustainable Development, at the center of which lies the serious global problem of famine and the current phenomena of serious regional food shortages (950 million people live with a daily food calorie level well below the minimum standards, 2 billion live on less than a dollar per day).

A constant stimulus, within the society catalyst areas, particularly considering the young people, has been assumed the necessity of projects to make them reach the higher education, (as far as possible), to facilitate their entry into the working world, with the added result of getting the true, wished acceleration, involved in the process to overcome the unavoidable deep crisis, inclusive of the current phase of development model, as happens to a billion people, who bear living, below the minimum level of nutrition, and the 20% of the world population, includes just the 1, 4% of the global wealth.

In this context, all projects of international cooperation, including the mutual consultation, will become operating, through a coherent, comprehensive, frequent, clear and penetrating atmosphere, with a modern quantity of contact with the media. All is mentioned above serves to enable the gradual establishment and positioning of the elements that science links, as instruments of peace and solidarity, through the use of the technological innovations, increasing the friendly user and the general accessibility. All initiatives should follow the guidelines of the farther ambitious program, pointing to reach the establishment of a “common house” supplying scientific global scale researches, involving , in its wide planning, the full potential, which each socio-economic wave brings: the areas of education, science and technology, and the “ spearhead “ of the needed actions, to get the affirmation of the sustainable development culture.

The action could, and will be characterized by a gropingly going on, to build a scientific successful framework, that bears on the values pointing to a more concrete awareness and knowledge of the new generations. A scientific society within which the University may be once again the Universitas ,going to mark the starting of a New Renaissance, process related to each country, and to the whole World Society.

What is to be given, to the multitudes of young people today, are concrete signs of hope and freedom, leading to a more sustainable life and livelihood, to overcome the nowadays systematic way of working, that dominates our modern” easy times” ”as a prison.” in order to obtain an happier and sweeter society .

In this sense, the science must facilitate the removal of the barriers, which have often imprisoned and overshadowed the ancestral values of the ancient societies, not to be approached as they were belonging to the museum but with the revival and rediscovery spirit.. A kind of science that awards property but also humanity.

The universities' research centers growth, will characterize them, more and more, as a window of consciousness together with their spirit of analysis, and the skill brought by all the autonomous, world society's self-decision-making people.

## **5. New Action for Weelbeing: The AMAR Project and the International Summer School on "The Sustainable Management and Promotion of the Territory"**

Thanks to the new approach presented, is possible to include the whole range of segments of the human being who attach importance to life and society. Thanks to an approach of this kind we can carry a complete set that explains the reality of human nature. Clear is that this set is to be continued in time and space in own futuristic perspective that allows a sustainable and paradoxically infinite continuum. Following some good practices are described that have had positive feedback that allowed a development and restoration of territories and environments otherwise forget or still suffering in some way. These tools can be replicated in different contexts but on the condition that they are well blended with the attributes and characteristics of the room itself.

### *5.1. The AMAR Project (World Friendship Association of Rural Areas)*

The partnership, in particular of the city of Todi, the Institute Veralli-Cortesi and non-profit organization called ETAB have led interesting initiatives to the promotion of the city and also the territorial area of Todi. This collaboration has resulted in a major project called AMAR-World Association of Friendship of Rural Areas (World Friendship Association of Rural Areas) that interested parties would officially establish the upcoming 2014 in Todi, on the occasion of the celebrations for the anniversary of the birth of 150simo 'Agricultural Institute "A. Ciuffelli". The first step on the implementation of this project took place in Todi, on the occasion of the first Summer School, during which he was made a document of the key principles and objectives of the association is based. In particular, it recognizes a supranational role for the promotion and development of sustainable rural areas. What the AMAR project intends to do for several years has been devised by authority figures (like Bill Gates), also faces towards objectives of territorial and environmental sustainability in various parts of the globe, in the common belief that similar projects involving, if well managed a solid basis for implementing education systems in order to "improve life in the world" (UNCSD, 2012).

### *5.2. The Summer International School*

The Perugia University's Department of Agricultural Economics, Farm Appraisal and Food Sciences-DSEEA, since 1996 established a Doctorate in the field of Sustainable Rural Development, Environment and Territory. This educational initiative was followed by several conferences and seminars, organized just after the publication of the famous Brundtland Commission Report of 1987 "Our Common Future". More recently, in September 2011, the DSEEA promoted an International Summer School-SIS entitled "The Sustainable Management and Promotion of the Territory" –SMPT ([www.gpst-smpt.com](http://www.gpst-smpt.com)) whose the partners were the State Technical Agricultural College "A.Ciuffelli" of Todi , the Alumni Association, and the Local Municipality. The SIS is part of a more extended project called A.M.A.R.- Associazione Mondiale di Amicizia delle Aree Rurali (World Friendship Association of Rural Areas) - which we would like to realize in 2014 in Todi. According with the path of the A.M.A.R. Project, the first step of the SIS- SMPT meeting (held in Todi from September 4th to 11th, 2011) has been the drafting of the Charter of TODI which later became the Final Agreement Document, involving the participants from 16 countries. The keyword of Charter of TODI is TRADI-OVATION. It can be considered as“ the reference pillar”, to be able to reflect , to find out the possible concrete actions ” to be planned by the University System, in order to obtain the-holistic effective sustainability of the projects and their programs, so as to make them suitable for any territory of the world .

In the light of the already mentioned "tradi-ovation activity" about the Territory's Sustainable Management and Promotion, it is conceived one of the professional trainings and demand component, supplying the best skills for the technicians who work in the area: Agronomists, Architects, Engineers, Surveyors, and land surveyors. In this framework, the Summer School was attended by young people from 16 countries attending very top-level academic lessons and training, with the participation of University teachers from: Bern, Budapest CMBS, Iasi (Romania), Chiba (Tokyo) Siena, Tuscia in Viterbo, and Perugia.

Following the careful preparation of the SIS on its educational contents and the training within the territory, an extensive discussion during the final session was held, since the majority of the group shared the same basic ideas.

The participants of the International Summer School-SIS-SMPT agreed that it is necessary to face the global crisis which involves manufacturing, financial, social and moral aspects; it is a continuous process that goes on beyond the options of sustainable development, green economy and the third industrial revolution, in order to give tangibility to the two guidelines of the next World Summit on Sustainable Development (Rio +20, 2012) about an operational implementation of the Sustainable Development strategy to fight against the World poverty (UNCSD, 2012).

It has been assumed that the nature of Todi's town was declared as the most sustainable in the World by the Kentucky University Professor Richard S. Levine. This could be the possible national and international benchmark to strengthen, in order to improve the effective action of guardianship, enhancing and promoting any rural area in the world.

## 6. Conclusion

The question of wellbeing is one of the pillar objectives content in all strategic documents (which facing the future of world society) of the major European and International institutions, and in particular for the document "The future we want" agreed by 192 countries participating in the World Summit on Sustainable Development-WSSD in June 2012 held in Rio de Janeiro (Rio + 20)

The world and European framework of reference, however, require to consider the constraints and limitations that a possible era of the New Renaissance, may hinder the options that the world community is giving in this historical phase.

In particular, the year 2015 will be 'a crucial year for the start of this process in relation to three major events that are in the background of the scenario of the great events.

First EXPO 2015, the General Assembly of the United Nations with the approval of the Sustainable Development Goals-SDG's from 2015 to 2030 and the Conference of the Parties No. 21 -COP21 to be held in Paris in December within the UNCCF for the re-establishment of a new project for the preservation of the planet.

Among the limits you can certainly cite financial, those of different views and approaches between advanced countries and emerging markets and / or developing but especially those related to climate change and the influence this has on the territory.

The work emphasizes how essential a "glocally" approach and the realization in practice of the development, for every reality, of "think globally, act locally."

In this approach the conservation, the management and the intelligent and innovative promotion of territory appears to be the weakness that may limit the realization of extremely important steps towards an era of fairness and greater wellbeing for the future.

The territory must be preserved, managed and promoted with an holistic approach so that it can deploy to local population the full potential of intelligent and cognitive system based on the paradigm of the tradi-ovation.

This is to make sure that local actors, in every area of the world and reality, can capture the power of the new paradigms of Sustainable Development strategy: the direct relationship between development and environment, the multi-criteria approach, the intergenerational view.

The experiences of the authors in recent years confirm that the decision to focus on the territory the base for a more consistent society, seems a harbinger of a much more ambitious objective for the future generations of the world: a society sweeter and happier.

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