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Heritage / Culture and social cohesion in the project of Metropolitan City

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Abstract

The inclusive culture is here understood as a cultural context in which they exalt person, society and places excellence, in the belief that inclusion can be developed only by accepting the uniqueness and fragility of the territory, engaging to turn them into concrete and innovative resources for all. The ability to reconcile cultural and territorial balance / physical transformations goals leads to reestablish social rebalancing, such as unemployment fight and the start of inclusive policies directed primarily to disadvantaged. This work starts from these considerations to define the concept of inclusive metropolitan city in Reggio Calabria territorial context. The project examples (PISL "Progetti Integrati di Sviluppo Locale") concern relations between the story and the future project and can be the starting point for this rising metropolitan reality, between responsibility and participation. The knowledge / awareness of the held heritage, is set up as an ideal place, where you occur convergences that provide the opportunity to confront approaches and planning actions for the metropolitan city.

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1. 1. The role of culture and heritage in the fight against social exclusion

Only recently it has begun to support the role of heritage/culture in social cohesion and integration processes, a role taken in its broadest sense, and not necessarily related to certain categories of socially excluded people, but referred to wider and diversified population. It is undeniable, in fact, despite social changes, the decisive role that culture plays, even today, to build barriers, in defining borders, in legitimizing the exclusion of marginalized groups, in producing inequality and social exclusion. Questions of social cohesion are strongly related to the quality of life, and social balances (income, security, integration, quality of places). This is because the notion of social cohesion (as opposed to the social exclusion), not recalls only the idea of policies and interventions turned to marginalized, society excluded. It, occupies a larger role, shifting the focus to entire social corpus. The meaning of the word indicates the value to which it refers; cohesion: put together (by coherere to be combined) different parties to achieve an integrated society. The relationship between cultural policies and social cohesion involves at least two different areas of meditation. The first relating to the issues of use, access, participation and cultural diversity; the second, however, on the relationship of social policies with cultural policies and their contribution to the fight against social exclusion.

In Italy the cultural policies for many years have been characterized by an approach to protection and heritage preservation. This did not favor the use and accessibility, relegating places and goods to a marginal role in the transformation / planning processes of the places. In recent years, things have changed, the heritage safeguarding is strictly connected with the identity, quality of life and development of the places. The experiences starting over the years have shown that in places/territories with an important identity heritage, stands as development strategy a cultural project, capable of integrating actions related to the goods and activities, with the other sectors (economy, industry, infrastructure, education, social, etc.) and the other dimensions of intervention by mobility to physical regeneration of brownfield places and/or degraded and/or peripherals, promoting activities centered on culture and creativity, communication, education and involving all society sector, the results lead to economic growth, so affect on the level of equality, on the production potential and cultural enjoyment and participation to the enjoyment of the generated income streams.

Nevertheless, the use of inclusive cultural policies, which lead to social cohesion processes, is not a "common practice" by institutions or organizations that operate on cities and territories. Although it represents a key factor of sustainability, continuity of operations for the process of action towards the places development it is not a practice, but rather a set of discontinuous and fragmentary actions.

The active relationship between culture, social cohesion and development of the territory aims, however, to the possibility of producing long-term benefits, avoiding falling into a simplistic and not very useful restyling exercise. This means setting up complex project actions that take advantage from culture, which rehabilitate neighborhoods, areas and degraded areas with positive effects equally distributed among the social classes.

2. Development driven by the culture: the project actions

From organization and management perspective, Metropolitan Area's Heritage is characterized by a partition of structures and a large differentiation of methods and possibilities of use. Vision design for inclusive Metropolitan City, should aspire to a city model that can start up, including suburb area, opportunities that can enhance cultural and environmental resources, economic opportunity, through functions and attractors can seriously affecting the quality of life in the entirety city. Introduce the concept of social cohesion in this frame of reference, which owns fragility linked to the effects of the concentration of the marginalized and distress not only from an urban point of view, but above all social, means to attribute a central role, in the implementation of projects , leading to not generic processing operations, by impact that have a positive effect on the weakest sections of the population.

The direct satisfaction of the local population needs, with primary interest to the cultural growth, always has social and economic implications. The development of spatial phenomena, as effect of synergies and innovative processes, that are on the territory as a result Heritage good governance/management, defined as a set of relationships that lead to local system of production unity and management of culture, generating a dynamic process of learning and collective innovation are the basis of the metropolitan inclusive model. The culture, the heritage of a territory or a city, should be able to involve, in its project activities, the entire community in social and creative

action. This means do not consider cultural heritage as removed from the social sphere, economic/employment, but it is to imagine a project in which there is social cohesion and economy and places integration.

Operational strategies which would help the process of appropriation of the cultural Heritage, to strengthen the sense of belonging/citizenship, of integration and social cohesion also with the aim of stimulating creativity, go through: cross-sectoral policies, which allow Heritage to contribute the focus of the different public policies; participatory governance models for cultural heritage that support the involvement of civil society in the development and implementation of urban and territorial policies.

3. The planned actions

The issue of territorial cohesion is one of the strategic objectives of the European Union's development policies, and is reflected in the programmatic and regulatory proposals for the post-2013 cohesion policy. The European policies more measures for the period 2014-2020, identified in cities (metropolitan areas) the protagonists of the economic revitalization of territory. Urban territories, in their articulation, represent one of the main engines of economic development because they focus on the productive and social innovation as well as social capital, cultural, cognitive, infrastructure and construction. Not least the broader reference to the culture/heritage, taking into account its ability to stimulate new forms of social innovation and social cohesion for urban and regional regeneration and the attractiveness of territories. In fact, Cultural Heritage sites that become public spaces produce social and environmental capital and cities and regions that host them become economic engines, centers of knowledge, in focal points of creativity and culture, in places of community interaction and social integration; they generate innovation and contribute to smart, sustainable and inclusive growth.

Put the focus on the theme of social cohesion, as a strategy to achieve the project actions and achieving agreed objectives, in projects related to the promotion of heritage / culture, means taking care of:

- Policies and projects of transformation of urban space, or physical interventions on structures and places;
- Policies and projects that address the issue of equity and social inclusion aspect of the fight against exclusion and contrast to the vulnerability of social and specific target groups;
- Policies and projects that refer to the field of cultural promotion with the aim of activating local resources, as well as of involvement of specific groups or targets (young, old, immigrants);
- Policies and projects that aim to economic development of the places, through the promotion of cultural activities aimed at increasing services provision in neighborhoods or outlying areas.

We can deduce that social cohesion is understood here as an approach to connect different fields and to relate that, conventionally, is framed in different sectors.

4. Explicit projects

The prerequisite to recover or rebuild the relationship between *urbs* and *civitas* is a fundamental requirement of the projects that deal with Heritage and culture of the places. The loss of the values of the place, which is a set of habits, customs, traditions, ways of life, produces, as an inevitable consequence, the loss of the complex meanings, of the identities that transform a physical space in a dense context of values and with a strong symbolic and representative value.

This leads to a high complexity of the projects objectives that aim to promote Heritage use, integrating cultural activities and sustainable urban development in territorial, economic and social key. Complexity also given the variety of measures which, necessitates the involvement of citizens and all the actors in the field, to re-establish the relationship between *urbs* and *civitas*, necessary basis origin of positive processes.

In the wake of numerous examples of national and international good practices, in recent years the metropolitan territory of Reggio Calabria (which corresponds to that of the previous province) has adopted a number of projects, some already made others in itinere, designed to promote a territorial integrated vision where heritages, creative language, landscape and territorial development interact and generate cultural products. The project interest object (these are just a few examples, but there are others) is the heritage, culture, and have been chosen because they can be attributable to the types of actions defined in the previous paragraph. They are projects whose aims lies in the

ability to reconcile cultural goals and territorial and social balance goals, fight against unemployment and the start up of inclusive policies directed to the most vulnerable. Among the projects that are included in the reflection because they have within more types of previously defined actions (physical transformation/regeneration places; cultural promotion; equitable development, social integration, fight against social exclusion/economic; fight against unemployment) there are some “PISL”. The acronym identifies the “*Progetti Integrati di Sviluppo Locale*”, financial instruments arising from the “POR Calabria FESR” 2007/2013, geared to meet the needs, not only, of individual municipalities but for specific geographical areas. The total investment of these projects, on the territory of the Province of Reggio Calabria, territorial area of the Metropolitan City is about 106 million euro.

Specific categories of investment, are all relevant to Reggio Calabria Metropolitan City: Inter-municipal moving, improving the quality of life, valorisation of villages, development of the tourism, support to production systems, contrasting depopulation and protection of linguistic minorities. Those examined concern only projects related to the theme of this paper: heritage and culture.

The overall project goal is to promote a process of local development based on participation of all economic and social actors active in the territory. The actions are intended to affect the system conditions that may favor the start up of a process of balanced economic and social development, widespread and sustainable, focusing on the valorisation of the places and businesses.

The “*PISL Borghi d'Eccellenza*” supports the valorisation of the villages included in the “Piano Regionale” concerning to “Individuazione dei Centri Storici della Calabria”, except those located in cities and urban areas.

The “*PISL Kalos Irtete*”, led by Bova municipality, aims to advanced cultural district and excellence (territorial system organized in integrated management), in Graecanic Aspromonte. A kind of strategic and territorial governance that finds in cultural identity and its valorisation the common thread to enable territorial and economic development processes. Through the development system, strengthening and promotion of the identity (tangible and intangible) of historic villages places where they still speak the ancient greek language. The “*PISL Le Città dei castelli*”, led by Scilla municipality, concerns recovery and valorisation of historical value containers (material operations), in order to achieve within and near the same, real cultural attractors, can trigger positive actions in terms of socio-economic revitalization, with a view to development of the reference area (Bagnara, Palmi, Calanna, Motta San Giovanni, Gerace).

The “*PISL I borghi ospitali*”, leader Caulonia municipality, provides for the functional end of the historical and monumental “Ex Convento dei minimi” in Roccella Jonica, for Roccella Festival Jazz event. Moreover, include the Centre for dissemination and preservation of Culture and Popular Traditions in Caulonia, in support to Taranta Festival event.

The “*PISL Dalla storia alla luce*”, leader Gioiosa Ionica municipality, focuses on building a network of sites of excellence at the service of the future. Through is the rediscovery of the traditions and history through a path of light and art. Motta Geoliosa is a cognitive route to the discovery of the village and local crafts.

The “*PISL I poggi*” leader Ardore municipality, provides for the Urban Redevelopment, completed city gate, Gambacorta Castle restoration and urban restoration with recovery of medieval route.

The “*PISL Comprensorio Alto Jonio Reggino-Centri storici e borghi d'eccellenza della Calabria*”, leader Stilo municipality, the project activities relate to the recovery of two villages: Stilo and Monasterace.

The “*Sistemi turistici*” implements interventions to increase and strengthen significantly national and international tourist flows inside specific territorial systems. The aims are: the implementation of activities promoted by public entities aimed to increasing attractiveness and acceptance of the places; support for the creation of economic activities compatible with the requirements of protection and conservation of biodiversity and landscape in the areas of the Regional Ecological Network; promotion, qualification and commissioning regional cultural network; infrastructure, services and aid schemes. In the Metropolitan Area, two municipality leaders for two projects: Bagnara Calabria and Santo Stefano in Aspromonte.

The “*PISL Le terre della fata Morgana*” leader Bagnara municipality, aims to make recognizable and competitive i National and International markets “Area dello Stretto” brand. The starting point is to strengthen the identity character of the tourist resort of the Costa Viola, qualifying some urban areas and expanding the range of accommodation creating an important tourist and territorial integration. The main intervention is the realization of the “Dorsale Verde” itinerary, which aims to network and make available, through paths, the set of environmental, historical, cultural and landscape resource of the Costa Viola municipalities from Palmi Villa to Villa San Giovanni.

To integrate the tourism system are under construction urban requalification of the center of Bagnara and restoration of areas and buildings in other municipalities.

The PISL *“L'Aspromonte a portata di... mare: itinerario turistico tra le terrazze sullo Stretto”* leader Santo Stefano in Aspromonte municipalità, proposes the creation of a system that, through the careful evaluation of the characteristics and inclinations of the area, can to strengthen and seasonally adjust the current tourism offer. The most significant operations are concentrated in the mountain touristic town Gambarie d'Aspromonte with the replacement of two skylifts, the construction of a bobsled and redevelopment of a service center in support of sports facilities. To integrate the tourism system are implementing a socio-cultural park in Fortino Umbertino Poggio Pignatelli of Campo Calabro, the realization of a country-hotel in the old town of Cardeto, the construction of a playground in San Roberto and a intermunicipal natural park.

The *“PISL Slow life. In viaggio tra Culture e natura nel Parco Nazionale d'Aspromonte, dal Tre Pizzi al Limina”* leader Gerace municipality, provides operations geared to enhance and specialize the receptive of the area, improve the tourist offer under one brand of integrated tourism system. The supporting action is the completion of the Antonimina thermal; to this will supplement the efforts for the realization of Agnana Calabria geo-archaeologic park with the exploitation of the lignite mines, the construction of a center of hospitality and promotion of local production of Ciminà. To strengthen the integrated tourist system it is provided local marketing operations with specific initiatives.

The *“PISL Sistema Turistico Locale della Locride”* has as leader “Consorzio Locride Ambiente” and provides operations aimed to strengthening cultural and tourist potential of the entire area, redevelopment action to archaeological parks of Locri-Portigliola and Gioiosa Ionica entrances, restoration of a series of ancient tracks, the creation of a Literary Park dedicated to Francesco Perri, the realization of a sea-promenade in front of Riace, where were found the "Warriors", restoration of the Auditorium and Theatre in Roccella Caste for the Roccella Jazz Festival; the realization of Widespread-Hotel in Caulonia in support of Taranta Festival and the creation of a Tourism Services Center based on ICT technologies with high technological content.

The *“PISL Contrasto allo spopolamento dei sistemi territoriali marginali ed in declino”* aimed to counter the exodus and the abandonment of marginal and decadence areas.

The *“PISL Paese mio”* led by the “Comunità montana dell'Area grecanica”, leader Roghudi municipality, has as its objective existing resources valorisation aimed at reviving of lived places. The strategy involves a series of operations aimed at increasing the availability of structures and / or services to improve the quality of life (with particular reference to young and old people), through the implementation of projects that can generate a cultural, social and economic area development capable to contrast depopulation in marginal areas.

The *“PISL Sistemi produttivi”* is designed to support interventions for the rehabilitation, upgrading or creation ex novo of infrastructure for sharing and management of common services to businesses; create and/or strengthen micro-systems and territorial productive micro-chains. .

The PISL *“Artigianato, gusto e mestieri nell'area della Costa Viola”* in the municipality of Bagnara Calabria aims to raise the competitiveness of the economic system of the wider area of "Areal dello Stretto" through modernization, qualification and diffusion of innovation and networking of municipalities of the Costa Viola, for the creation of a itinerary able to promote cultural heritage, craft, touristic and food resources. The ultimate goal: the establishment of a more effective "local talent" which in fact already is found in the tourist vocation of the area, which is in synergy with the development policy and cohesion inside territory.

The *“PISL Minoranze”* for the protection, preservation and valorisation of ethno-anthropological heritage of linguistic minorities present in the region, support actions for the preservation and valorisation of linguistic minorities in the area, through the implementation of specific projects as a condition for identity recovery and sustainable development of the territory.

The *“PISL I rize tis Kultura Greka-Parco della cultura grecanica”* leader Roghudi municipality, aims to accomplish a cultural park to build a strong image starts from cultural identity of the territory. Construction and promoting processes of the image of the graecanic area focus on the ability of the Park project to be a strategic tool Park for the construction and promotion of territory identity for the protection of the linguistic minority of the Greeks of Calabria. In terms of integration and system of ethno-anthropological heritage.

To clarify the analysis and to a cross-reading of the projects, directing it to the understanding of the issue, you

can deduct a lot of keywords, defining common procedural approaches to project objectives. First key-word is Cohesion: intended as the ability to put in place projects of social inclusion focus to diversity and valorisation of social and institutional networks.

The second is Development: intended as projects acting as a driving force for cultural, social, economic and tourist territory sustainable development. Another is Innovation: intended as actions able to generate a cultural offer qualification. There is, then, Requalification of urban and suburban areas: intended as actions that can reduce social / economic disadvantage in some degraded areas, or reuse of the same, thus re-use, re-functionalization of containers/artifacts and places. And finally Management of public spaces: intended as the promotion of effective management models that return to the community spaces such as museums, archaeological sites, protected areas, parks. The choice and the examination of these examples, is not considered exhaustive, but only illustrative, and wants to highlight the importance that these project activities can have in a metropolitan context in training. The PILS born to take and enhance territorial specificities, to turn them into strengths, territorial diversity with a unified strategy, with their actions can be the driving force for the inclusive Metropolitan City.

5. The inclusive cultural project to Metropolitan City

The inclusive cultural project I to Metropolitan City of Reggio Calabria aims to develop a more cohesive and plural communities through involvement in cultural processes of increasingly large segments of population, through start of interventions capable of producing a credible and significant change and to build the foundations for future sustainability of the intervention, economic, social and territorial. The greater impact actions aimed at supporting the role socially inclusive of culture, ranging from large-scale cultural programs to the field of urban regeneration and economic development of the places. The deployment of tools for the qualitative growth of the cultural offer of territory through Heritage valorisation and management, works on different levels of intervention, but the specific objectives through which you can build this model can be:

- support integrated development, in terms intra-sectoral and inter-sectoral, of culture/nature identity resource of the metropolitan area, taken as a whole as integral and essential part of development programs;
- strengthen the conservation and valorisation of Heritage identity, making regime and striving for maintaining of balance between protection and use;
- link the policies for identity Heritage with qualified tourism sector to boost the development of investment in the cultural sector;
- increase quality of culture offer, of the metropolitan area and the visibility and knowledge about
- identity of the representative places, less known, through the production of a set of tools and information specialized services, communication and dissemination, promoting the image at the international level;
- to create joint strategies and information tools, promotion and dissemination of the total identity Heritage, through the creation and recognition of an image reported to the metropolitan area (brand identity);
- raise critical consciousness and cultural awareness of the Heritage value;
- ensuring accessibility, physical or otherwise, to the cultural Heritage;
- identify appropriate tools for maintenance, and consequently the fight against physical degradation of the cultural Heritage;
- raising the ability to make productive the Heritage;
- extend the benefits to the community and the region.

To pursue these goals means above all address the problem of fragmentation and heterogeneity of the cultural heritage of the metropolitan area. This involves a change of perspective in regional policies, which are therefore called to integrate itself with goals of valorization and re-generation of the places; build this system means affect the project choices with regard to other areas, on transport infrastructure, urban planning, economic planning, social and promotion and tourism development.

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