



## **Urban sustainable development in Franciacorta (Italy): a multipurpose regional plan to re-qualify the territory**

Filippo Carlo Pavesi and Michele Pezzagno

University of Brescia , Department of Civil Engineering, Architecture, Land, Environment and of Mathematics, Italy  
(michele.pezzagno@unibs.it)

Despite institutional interests (such as M2RES project in 2013 and URBAN SMS in 2012) in Italy and in most of Europe a solution to land taking phenomena has not been found. Sustainability is far away and environmental deterioration is still increasing. Few and inhomogeneous results have been obtained concerning specific topics related to land taking phenomena (see SWD(2012) 101 of UE), in particular regarding minor deprived land it is unclear how to return their economic value without land consumption in order to avoid abandonment phenomena. The main difficulties are related to soil property in relation to a strategic vision for its protection because soil is not considered by owners a “public good” as air and water (see COM(2006)231, COM(2012)46). Moreover the difficulties in evaluating the costs of failure to use opposed to those of protection and restoration play a fundamental role in this conflict. It is sufficient to consider the consequences of damages due to flooding and climate changes.

The paper will present the Regional Territorial Plan of Franciacorta (Northern Italy), supported by the Region and the local communities in order to promote the quality of a territory mostly renowned for wine production.

The plan collects promotion and territorial governance policies and become: (i) a platform concerning the Community programs; (ii) a policy coordination tool aimed at territorial qualification of the area (thanks to the presence of the wine strong brand); (iii) an activation tool of public resources; (iv) a new perspective for flooding and hydrogeological risk management integrated with urban planning.