

### Brief description of your civic monitoring research

The Campania Region promotes cultural, naturalistic and food and wine tourist routes. The activity of micro-tourism is a decisive factor for economic development, social cohesion, cultural promotion and identity value for municipalities. Campania Region with the resources of the POC Campania finances projects to create "cultural, naturalistic and food and wine tourist routes with public notice. The "Parco Fluviale del Calore" project is part of a context of micro-tourism development which can contribute to the relaunch of the economy and social life of the community, counteracting the phenomenon of depopulation of the municipalities of the internal areas.

### Contextual Information

From the website [www.opencoessione.gov.it](http://www.opencoessione.gov.it), it is clear that the project "Parco Fluviale del Calore" CUP:E96J17000110002 has been planned by "Regione Campania"  
Beneficiary: Municipality of Mirabella Eclano  
Financed by FERS  
Project started 01 nov. 2022  
Expiry date 15 dec 2023  
The project is still in progress

Topic: culture and tourism

Financial Program: Regione Campania  
Beneficiary: Comune di Mirabella Eclano

Program scope: Action Plan Cohesion 2014–2020  
Plan: POC Campania

Thematic axis PAC: Regeneration urban, tourism policies and for cultural heritage

Action line PAC: Tourism interventions

### Chosen project and topic

On OpenCoessione we chose the Project named "Parco Fluviale del Calore" because it is linked to the growth of tourism in the Southern Regions through the promotion of cultural, archaeological and natural heritage.

The project was also chosen based on the outgoing profile of our professional institute, which concerns the development of tourism, food and wine activities and the territory

### Experts on the theme to be involved from the territory

ASOC friends Associazione Rachelina Ambrosini, Public Administration, Istat, other experts, journalists etc.) Mayor of Mirabella Eclano Giancarlo Ruggiero.

Ente Provinciale per Il Turismo di Avellino (EPT AVELLINO) dott. Ciro Adinolfi  
President of Consorzio Bonifica Ufita: Vigorita Francesco.  
Journalists:  
Monica De Benedetto

### Communication format and involvement strategy

As a communication format we have chosen:  
-Twitter and Instagram as a social network for the diffusion of quick updates, short and effective articles, publication of photos concerning possible inspections short videos or video clips and infographics; for the same purposes we have selected Facebook as an additional means of dissemination, as it allows for the publication of more long

### Additional research

Archive search (consultation of historical documents and newspaper articles).  
Visiting websites.  
Field study and data collection.  
Citizens interview

### Value for the community

this project brings an increase in recreational-sporting and tourist activities, as well as the valorisation of a large area rich in archaeological and cultural sites and finds. Furthermore, the water asset should be used in a better way from a naturalistic and landscape point of view  
Keywords:  
Dream/Reality, valorisation of the territory, water, tourism, human resources

