



REVVA B

CASE STUDIES

“Pro loco Cetica”

1. INTRO

The “Museum of coalmen” is located in Tuscany in the village of Cetica in the area of Casentino (Province of Arezzo). This little museum is part of a network of 10 museum called “Eco-museo del Casentino”, born around 1990 in the frame and with the financial support of the Europea program LEADER 2 and LEADER+, with the scope to safeguard and valorize the rural culture and tradition. The museum of coalmen is specially dedicated at the traditional way to produce the coal from wood. The museum was realized thanks the reuse of the school building, after his closing, and is managed from the local promotion association “Pro-loco”.

<http://www.ecomuseo.casentino.toscana.it/>

http://www.cetica.it/index.php?option=com_content&view=article&id=21&Itemid=163

2. PROMOTER PROFILE

- **Name:** Pro loco Cetica – Representative Boschi Sandro
- **Age:** 42
- **Gender:** Male
- **Education:** High school
- **Marital status:** Single
- **Number of children and children age:** -



3. REUSED/VALORISED BUILDING

- **Address - to be used for the building location map:** Loc. Cetica – 52018 Castel San Niccolò (AR).
- **Reused/Valorised building type:** Abandoned school – 400 MQ of extension.
- **Reuse/Valorisation purpose:** The building hosts the “Museum of coalmen” and other social activities, like conferences, fairs of typical products.

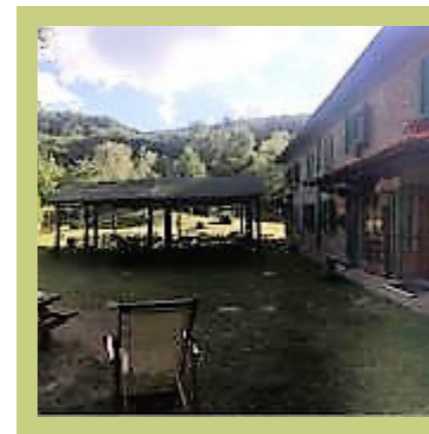
Building description before reuse/valorisation

In past the building were the school of the village. Around end of years ‘80, with the urbanization process and decrease of children, the school was closed and the building abandoned.

Building description after reuse/valorisation

At the begin of years ‘90 the building was restored and, thanks to the financial support of European program LEADER 2, was realized a multifunctional space, including the museum of coalmen, a conference hall, an external space reproducing the work chain to produce the coal from wood.

Building Pictures



4. FARM DESCRIPTION

Not applicable

5. REUSE/VALORISATION PROCESS

The reuse process realized by the Pro Loco Association, started with the restoring of the school, with a new organisation of the spaces.

Than it was realized the internal structure hosting the museum and the conference hall. At end the external spaces were prepared

At the begin of years 2000, thanks to a cooperation project in the frame of LEADER program, were realized an heating plant and an heating network, to produce the thermal energy using wood chips.

Threats/Challenges

- To promote mountain’s areas and his economy: the purpose has not a direct economic



scope, but is finalized to maintain a living tissue of activity in these areas, attracting tourists and local inhabitants.

- To safeguard tradition realizing innovation: the recovery and innovation of the culture of forestry and wood, is basically the idea of the project. The Activities of Pro Loco Association and LEADER program represent a bridge between tradition and innovation, symbolized from both main action: the museum of coalmen and the heating network to produce in a modern way energy from wood chips.
- To contrast the abandonment of the mountain areas: The mountain areas are very significant in Tuscany. The forest represent more than 50% of the regional surface; therefore it's essential, for economic and environmental development, that these area are not abandoned.

Main Training/Skills/Competences

- Cultural research and management: the first competence to manage this activity must be in the field of research of documents/materials relevant to have a deep knowledge about the coalmen tradition, and organize the multimedia itinerary to show and explain it to the visitors.
- Rural animation: another important skill for a successful action in this field concerns the role of rural animator, which must be able to organize events, involving the local community together with visitors, searching financial supports, promoting an efficient marketing and communication strategy.

Promoter advice

The main message of the promoter is the following: the add value to be able to realize this type of experience are:

- The innovation in economic and social life of rural areas, could be every time based on the recovery of traditions, which must be updated in new proposals and perspectives.
- The maintaining of a living tissue in the mountain's area can be successful only taking care to a sustainable development in term of economic, social and environmental objectives.

6. CONSIDERATIONS, SKILLS/COMPETENCES INVOLVED IN THE REUSE/VALORISATION PROCESS AND QUERIES/QUESTIONS

General considerations

This study case represents an interesting example of reuse of a public building, changing his function, thanks to a bottom up project, realized with the common involvement of local community, local authorities and European support. The main results of this action are the followings:

- Promotion of the territory and his traditions and culture.
- Economic opportunities for the people of area.
- Increasing of self awareness of the people about the heritage of culture and traditions of own area.

Skills/Competences especially relevant for the reuse/valorisation process

- Project management: the clearness of the context of LEADER program and European funds, was a basic requirement to approach the integrated project including the creation of the coalmen museum.
- Management: the management of a multifunctional space, requires a good capacity in terms of organization, relationship, animation.
- Communication and marketing: The reuse is aimed to increase and create interest by the potential visitors, using well the ICT systems.

Queries/Questions

- We win the challenge of creation of these cultural spaces; but how can we maintain in the future perspective the same involvement of people to manage it?
- How can be create, in terms of financial sustainability, the conditions to ensure adequate sources in an equilibrate mix between public and private support?



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