**Success story of Community-based Action for a GREEN transition (CO-GREEN)**

**Introduction and summary**

Write a short, half-page “story” of the case study, making sure to include the following information in the story:

* The local community characteristics, e.g. size, rural or mixed, agricultural of commuter-village etc
* The main issues faced by the community, e.g. depopulation, migration of young people, lack of community spirit, reluctance to face green challenges etc
* The initiative on which the success story is based, and the issue it tried to solve.
* Who took the initiative
* How public participatory helped
* Lessons learnt

In every case: get the agreement of the stakeholders to be placed on the website of co-Green, and present it as a success-story. Without agreement, they cannot be shared.

**Keywords**: add here a couple (3-4 keywords) that can be used as a “search-term” for the library. **Please select from the followings the most suitable:** public participation, green deal, community engagement, green activators, green motivators, participatory processes, community activators, green transition, rural communities

*Place a photo here*



**Name of Community: MAGIONE (Umbria, Italy)**

**General information**



| Community Information | Write here |
| --- | --- |
| Population | 14.581 inhabitants |
| Main occupation of inhabitants (e.g. agriculture, services, industry, mixed) | Magione, a vibrant locale where industrial and artisanal activities seamlessly intertwine, showcases a distinctive dedication to the craftsmanship of wrought iron, cold copper processing, and the production of fishing nets. The presence of an Amazon distribution centre injects dynamism into the area, underlining its role as a hub for economic activities. Amidst its charming fractions, tourism experiences a lively surge, particularly during the spring and summer seasons, owing to the enchanting beauty of Lake Trasimeno.  The town's industrial landscape is marked by a harmonious blend of traditional craftsmanship and modern logistics, exemplified by its proficiency in crafting wrought iron and processing copper at low temperatures. The intricate artistry involved in these practices not only contributes to the local economy but also reflects a cultural legacy that resonates with residents and visitors alike. The production of fishing nets further diversifies the economic portfolio, connecting Magione to the region's aquatic resources.  The strategic significance of Magione is heightened by the presence of an Amazon distribution centre, fostering economic activity and connectivity. This facility not only facilitates the distribution of goods but also acts as a catalyst for local employment. The dynamic interplay between traditional crafts and modern distribution networks paints Magione as a multifaceted hub, adapting to contemporary economic dynamics while preserving its cultural heritage.  Beyond its economic prowess, Magione boasts a picturesque setting, particularly emphasised by the allure of Lake Trasimeno. The fractions, or smaller districts, come alive with tourism during the warmer months, attracting visitors eager to bask in the natural splendour surrounding the lake. The town becomes a haven for those seeking a blend of cultural richness and scenic tranquillity.  In addition to its economic and touristic appeal, Magione has recently made strides in sustainable waste management. The agency overseeing waste management, TSA (Trasimeno Servizi Ambientali), spearheaded the opening of the first textile waste recycling plant in Umbria. This accomplishment was made possible through funding from the National Recovery and Resilience Plan (PNRR). The plant is not only a crucial addition to environmental sustainability but also strategically positions itself within the economic value chain. It aligns with ambitious goals, constituting one of the 160 "flagship" circular economy projects approved by the Italian Ministry of the Environment and Energy Security. These projects span various sectors, including WEEE, paper and cardboard, and textiles, reflecting a comprehensive approach to environmental and economic well-being.  In conclusion, Magione emerges as a dynamic tapestry of economic vitality, cultural heritage, and environmental consciousness. Its industrial and artisanal endeavours blend seamlessly, creating a unique identity. The infusion of modern logistics, coupled with the town's natural beauty and commitment to sustainability, positions Magione as a promising model for holistic and resilient community development. |
| What is the main comparative advantage/strength of the community? | Magione is a community distinguished by its profound sense of belonging and community cohesion, serves as a fertile ground for successful participatory initiatives and engagement with local political representatives. The communal political landscape showcases a significant sensitivity towards environmental issues, health concerns, and the preservation of the lake. This recognition extends beyond the lake's role as an ecological hotspot to acknowledge its pivotal contribution to the economic development of the region.  The palpable sense of belonging in Magione fosters a community spirit that transcends individual interests, paving the way for collaborative efforts and shared initiatives. This unity becomes particularly evident in the successful execution of participatory projects, where residents actively contribute to the betterment of their town. The synergy between the community and political figures amplifies the impact of these endeavours, as local representatives actively engage with and support initiatives aligned with environmental stewardship and public health.  The municipal political composition stands out for its keen awareness of the ecological challenges facing the region. Issues related to the health and conservation of the lake hold a prominent place on the political agenda, indicating a commitment to sustainable practices and the protection of natural resources. The acknowledgment of Magione as an environmental hotspot underscores the collective understanding of the town's ecological significance and the need for responsible stewardship.  Moreover, the political leadership recognizes the multifaceted importance of the lake beyond its role as an ecological gem. The lake is viewed as a crucial element in the economic development of the territory. Its contribution extends beyond being a mere ecosystem hotspot; it becomes a cornerstone for sustainable economic growth. The local government's emphasis on environmental considerations aligns with broader efforts to balance economic development with ecological responsibility, creating a nuanced approach that prioritises the well-being of both the community and its natural surroundings.  In essence, Magione stands as a testament to the harmonious coexistence of environmental consciousness, community engagement, and economic development. The town's commitment to participatory initiatives reflects a proactive approach to addressing local challenges, with a focus on sustainability and long-term prosperity. The collaboration between residents and political representatives not only strengthens the town's resilience but also sets a commendable example for other communities aspiring to achieve a balanced and thriving coexistence between human activities and the natural environment. |
| What is the main disadvantage/weakness of the community | Within the Magione community, a pressing concern stems from the elderly population's limited grasp of nuanced communication strategies. Addressing this challenge necessitates the adoption of diverse approaches, highlighting the association's role in cultivating synergies and establishing networks with local stakeholders. This not only stands as a necessity but also offers an opportunity to transform a disadvantage into an advantage, fostering a more profound and inclusive understanding of communication dynamics.  The departure of the young population from Magione further accentuates the need for effective communication strategies. Initiatives should focus on retaining connections with young residents, especially those pursuing higher education or job opportunities elsewhere. Implementing targeted outreach programs and digital communication channels can bridge the generational gap and maintain a sense of community, even when physically distant. This effort aligns with the broader goal of preserving the town's vibrant community spirit and preventing demographic imbalances.  In navigating these communication challenges, Magione has the potential to emerge as a model for intergenerational understanding and community cohesion. By acknowledging the diverse needs of different age groups and leveraging strategic communication initiatives, the town can ensure that every resident feels heard, understood, and actively involved in shaping the community's future. |
| Has the community a history of public participation and engagement? | The collective participation in the Magione community has roots that run deep within the fabric of the community, shaping its identity over time. Despite being a peripheral community, the active involvement of citizens in certain issues and themes has played a crucial role in shaping the community's responses. Certainly, this participatory process needs to be implemented to lay the groundwork for a resilient and aware community, where open dialogue and collaboration are deemed essential for collective well-being, maintaining a cohesive and dynamic social fabric over time. |

**initiative**

| Description of initiative | Write here |
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| Objectives – main issue addressed | The goals of the initiatives in Magione reflect the community's commitment to environmental sustainability and the enhancement of local resources.  Lake Litter (Spiagge e Fondali Puliti Campaign): the initiative aims to mitigate and prevent pollution in Lake Trasimeno by focusing efforts on the collection and proper management of lake waste, promoting awareness among residents and visitors regarding the importance of preserving the lake as a precious natural resource.  Redevelopment Project for the "Molo degli Ebrei" (Jews' Pier): this project aims to build a sense of historical and environmental significance.  "Thoughtful Walk + Waste Collection" Project (Humus Festival): it aims to integrate physical activity and contact with nature through a thoughtful walk, discovering the beauty that surrounds us, and contributing to the cleanliness and care of the local area.  These objectives reflect Magione's holistic approach, seeking to combine environmental sustainability with the enhancement of cultural heritage and active citizen participation to build a more resilient and conscious community. |
| Achievements- related to green transition | In Magione, the achievements related to the green transition are tangible and represent a concrete commitment to environmental sustainability and green growth. For example, Lake litters, the Redevelopment Project of Molo degli Ebrei or The Thoughtful Walking have led to significant results in contributing to preserving the beauty and biodiversity of the lake, to raise awareness about the importance of environmental and social well-being. The achievements in Magione in the realm of the green transition are evident in the successes achieved through these specific initiatives. |
| Achievements- related to community participation and engagement | The community's participation and engagement in initiatives embody a consistent commitment to fostering an environment that is as healthy and safeguarded as possible. Through various practical initiatives, the community has actively dedicated itself to promoting environmental conservation and sustainability through concrete actions.  The recognition of the interdependence among environmental, social, and economic factors emphasises the community's overall approach to collective well-being. In other words, the community understands how these elements are interconnected. This awareness fosters a holistic approach that transcends individual interests, promoting an integrated vision of well-being that involves all members. |
| Who were the actors involved in implementing or animating the initiative? E.g. Local NGO, group of citizens, members of the local a local municipality, other | The actors involved in implementing or animating the initiative were the stakeholders in the local community, including territorial associations, citizens and members of the local administration. |
| How was the community motivated and inspired to take part? What methods were used? | The community's participation has been shaped by active involvement from our contacts and territorial stakeholders, constituting a fundamental pillar in motivating and inspiring involvement. The key strategy adopted was the organisation of collaborative initiatives, fostering the creation of a strong and synergistic network with other entities present in the territory.  Interacting with our contacts and territorial stakeholders has been proactive and targeted at identifying shared challenges and goals. Collaborating with local associations and institutions has amplified the impact of initiatives, while the diversification of stakeholders has enriched the fabric of initiatives, bringing a more comprehensive range of resources, skills, and perspectives.  A crucial element of our strategy has been a strong online presence, leveraging mailing lists and communication channels on social media. Digital communication has been an effective lever to reach a diverse audience and stimulate participation. Mailing lists allowed for targeted dissemination of information, directly involving interested parties, keeping them informed about ongoing initiatives, and inviting them to take an active part.  The use of social media played a key role in creating awareness and engaging a broader audience. Targeted campaigns, announcements, and informative content facilitated the involvement of people with varying levels of familiarity and comfort with community participation.  This combination of strategies has had a tangible impact on community participation, promoting and supporting active engagement. |
| What kind of resources were used? E.g. expert knowledge, financial support etc | Regarding resources, we primarily leveraged the association's contacts within the territory and community of Magione.  The association's contacts in Magione proved to be a valuable source of support and collaboration. Through established relationships with local organisations, institutions, and key figures, we were able to coordinate initiatives that reflected the real needs of the community.  Within the community of Magione, we actively worked to engage citizens through various tools such as discussion sessions within the initiatives. This local involvement allowed us to identify unique needs and opportunities, shaping initiatives to directly respond to the dynamics and requests of the community. Collaboration with local groups and associations further enriched our approach, bringing diverse perspectives and encouraging participation from different segments of the population. |
| Has the initiative been sustained? How? | We cyclically engage in various initiatives, maintaining a constant focus on diversifying our activities. This dynamic approach allows us to sustain a high level of community involvement while steadfastly upholding our goals of green ecological transition.  Diversifying initiatives is crucial to flexibly address the evolving needs and interests of the community. We organise events, workshops, and specific projects covering a range of topics from environmental themes to social issues, thus creating a comprehensive framework that spans different areas. This diversification not only keeps the public's attention but also enables the engagement of a variety of participants with different interests and perspectives.  Despite the diversity of initiatives, we maintain a strategic coherence by firmly adhering to our goals of green ecological transition. This stability in objectives guides our activity selection, ensuring that each initiative contributes to our overall commitment to sustainable development. This creates continuity in our impact on the region, allowing the community to recognize and support our mission in the long term.  In summary, our cyclical approach to initiatives in the Magione area is driven by a constant emphasis on diversification and a steadfast commitment to our goals of green ecological transition. This combination enables us to be a dynamic and consistent focal point in promoting sustainable practices and contributing to the development of the local community. |
| Any other information you consider important for the successful completion of the initiative |  |

**OBSTACLES AND CHALLENGES FOR Community ENGAGEMENT**

| **Description of challenge** | **Write here** |
| --- | --- |
| What were the main challenges/obstacles for the successful conduct of this initiative? | Communication: The pursuit of an engaging approach is crucial to foster active participation and support a meaningful impact in the initiatives we undertake. An engaging approach goes beyond mere information dissemination and seeks to establish an emotional and meaningful connection with the involved community. it is essential to understand the diversity within the community and adapt the approach accordingly. Each community possesses unique characteristics, and an engaging approach must take these factors into account. Communication channels must be accessible and understandable for everyone, ensuring that information is easily accessible.  The use of modern technologies can amplify engagement but it is crucial to sustain interest over time.  Lack of perception of proximity to the EU: Engaging community members who perceive the European Union (EU) as a distant entity represents a significant challenge rooted in various factors influencing people's perception and interaction with the EU. Citizens may view the EU as a remote entity, whose decisions seem distant and indirectly impact their lives in an abstract manner.  Furthermore, the cultural and linguistic diversity within the European Union can further complicate communication. If information about the EU is not presented in an accessible manner tailored to specific local needs, it risks alienating those who may already feel distant due to linguistic or cultural barriers. |
| How were they overcome? All or some of them? | Communication**:** Iwe are continuously experimenting and adapting our approach, seeking gradual improvement. We tackle the challenge with flexibility, remaining open to changes and corrections as we proceed. Each attempt represents a step toward a deeper understanding of communication needs and dynamics. This experimental approach allows us to refine our strategy based on feedback and circumstances, aiming for continuous improvement. In summary, our communication is an evolving process, guided by ongoing adaptation to ensure effective and meaningful connection.  Lack of perception of proximity to EU: Addressing this challenge requires a multifaceted approach. Targeted information campaigns could be organised using local communication channels and languages comprehensible to the population. Moreover, facilitating direct community involvement in EU decisions, perhaps through local public consultations or informational meetings, can contribute to making individuals feel integral to the European decision-making process. |
| Who had a prime role in helping overcome the obstacles/challenges? | The leadership team of Legambiente Umbria APS has played a crucial role in providing support during the process of identifying solutions and in-depth understanding of the approach needed to overcome challenges. There wasn't credit to a specific individual but rather a collective effort, as they advised and supported us in finding a solution to address the challenges. It was a collaborative effort, where they guided and assisted us in navigating through obstacles. The group effort facilitated a cooperative approach, with their advice and support instrumental in our search for a solution to overcome the challenges at hand. |
| Any other information you consider important regarding the local community’s attitude towards the initiative |  |