



**Objectives:**

The competition aims to find innovative and sustainable solutions for redeveloping one degraded industrial area.







### Origin of the action:

The industrial area of Saline Joniche were built in 70's, but were never operative. Today it is affected by environmental degradation which also affects neighboring areas, which has environmental, historical and cultural value.



**Timescale:**

Project were launched in 2011 and completed in January of 2013

**Bodies involved:**

The good practice was implemented by the province of Reggio Calabria.

**Legal framework:**

The good practice was created by the province of Reggio Calabria, and established by multi sectoral group of people, who took care of various phases of the project.



### **Process and detail content of the practice:**

The procedure used was that of "ideas competition". The competition was open to all European designers.

### **Financial framework:**

Cost for realising the ideas of competition were € 40,000, entirely financed by the province of Reggio Calabria

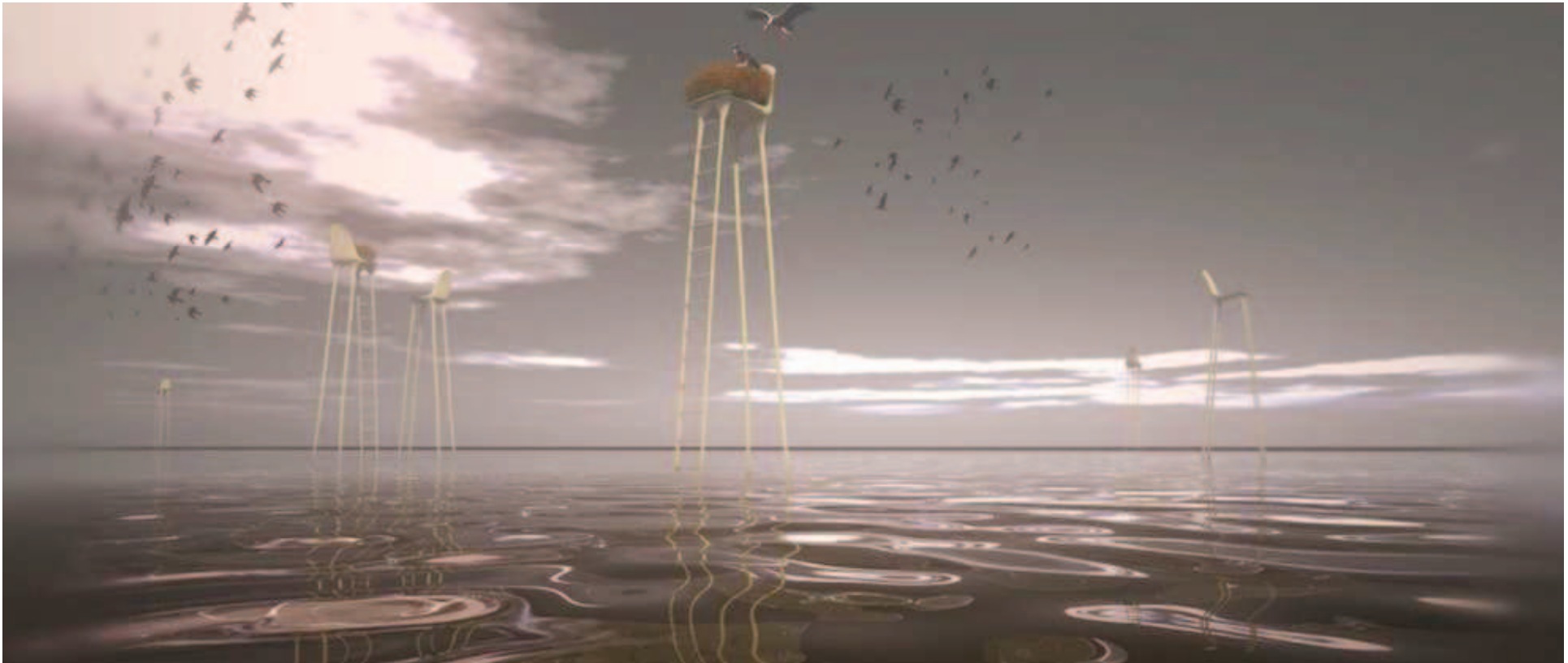
### **Legal framework:**

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Approximately 70 groups of designers participated to the contest. Of those, 23 groups submitted plans for the subsequent stages of evaluation. Commission of experts examined all the projects presented and chose winners. The winning and another deserving projects were published in specialized journals and in a book published by the Province of Reggio Calabria





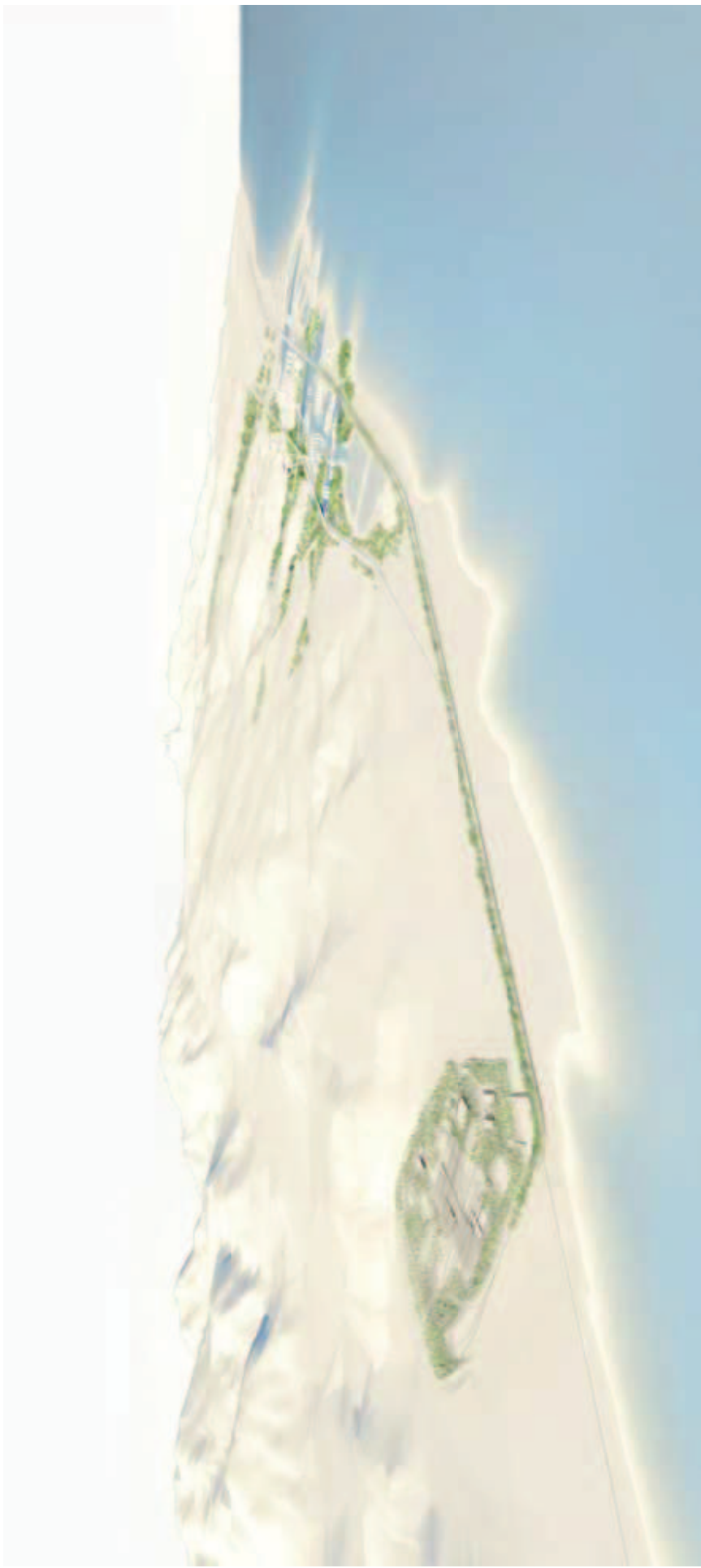
European Union  
European Regional Development Fund

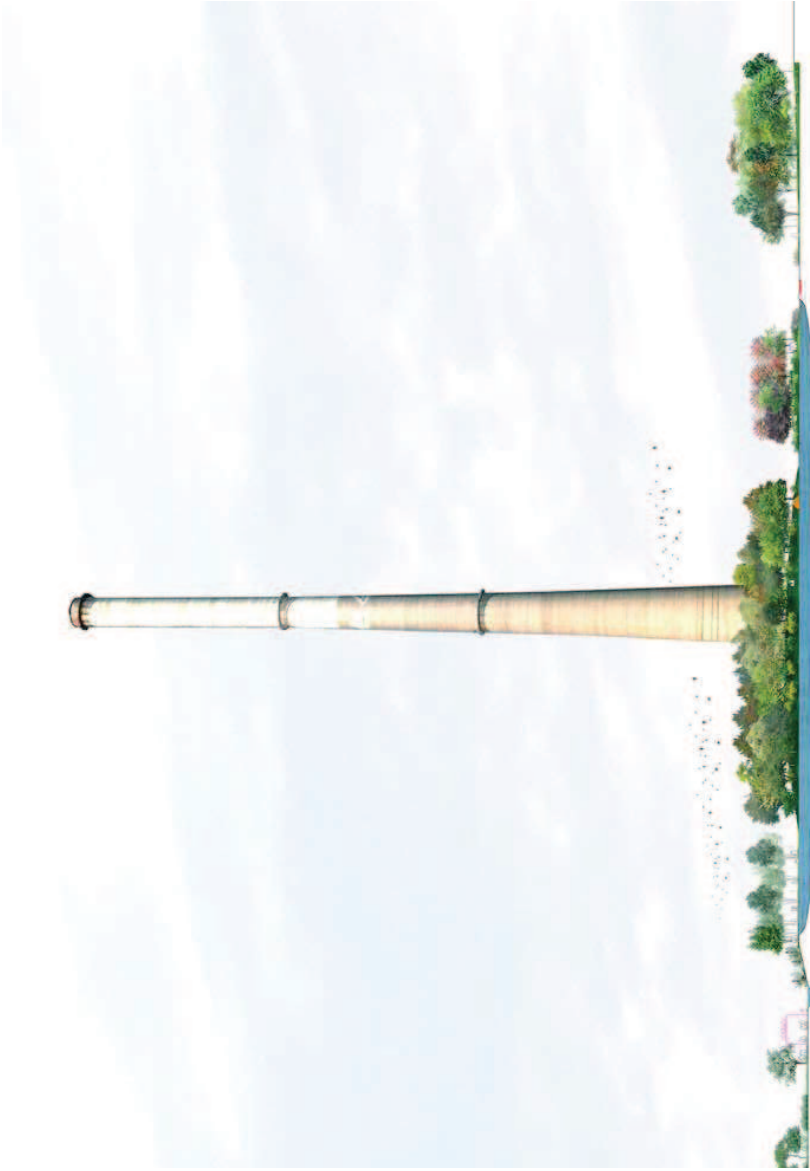


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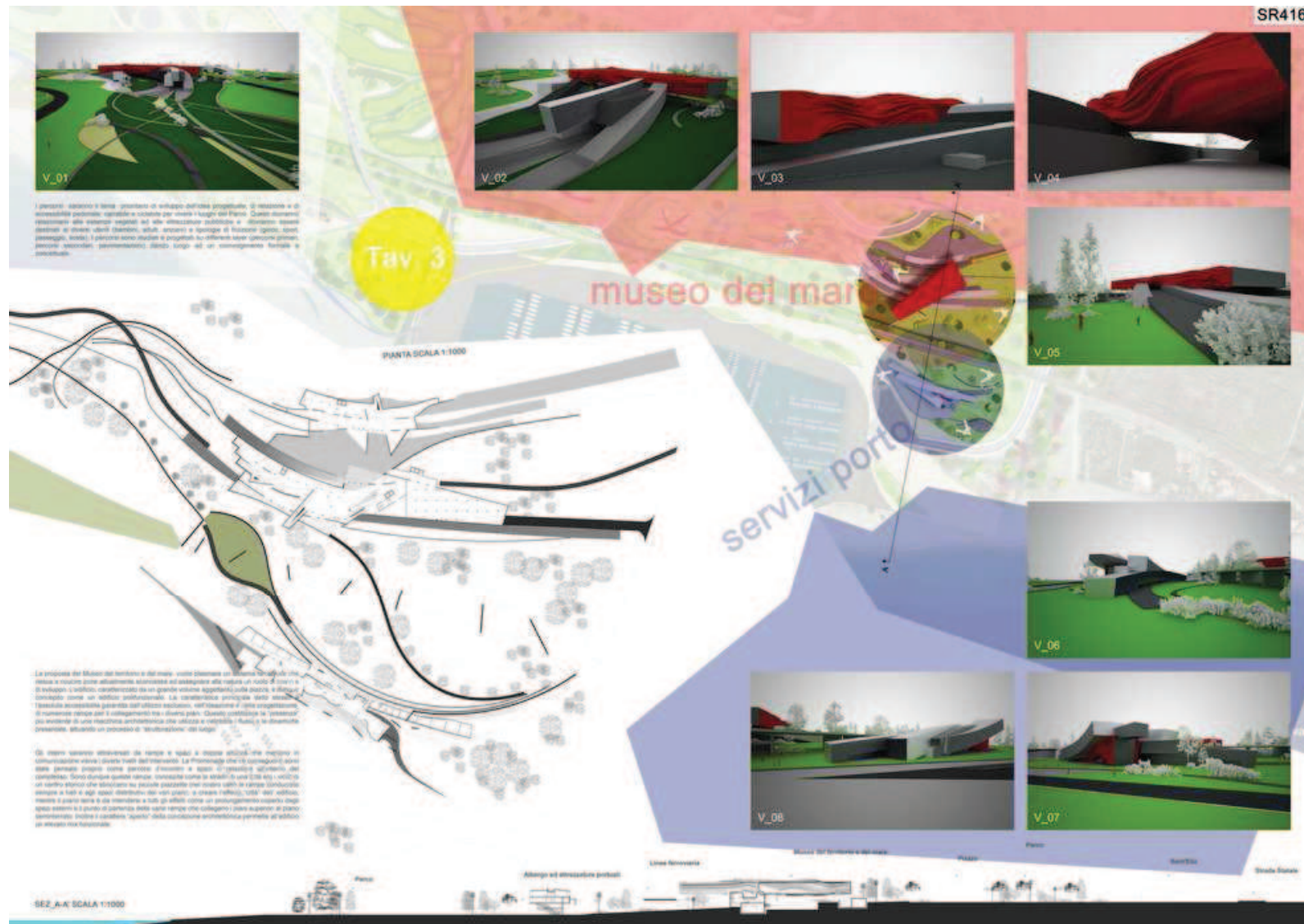


**Please explain why this practice is considered as good.**

The adoption of competition is considered a good practice because it puts in competition achievement of the objectives, professionalism and different cultural and territorial backgrounds, that are able to "see" the area being studied with different eyes







## Success factors:

The involvement of various work tem cultural and territorial extraction



## Difficulties encountered: Lacking co-operation of local authorities



# Thanks

