

**THE URBACT PROGRAM - THE THEMES**

**URBAN ENVIRONMENT AND RESILIENCE**

**THEME OBJECTIVE 6 - protect the environment and promote resource efficiency**

Ivrea is a city of 23,637 inhabitants in the Piedmont Region, located about 50 kilometers from the capital Turin. The municipal territory is geographically inserted within the Morenico Amphitheater of Ivrea and is crossed by the river Dora Baltea, an element that divides Ivrea into two distinct parts. On the left the historical city develops, with architectural structures, infrastructural elements, and urban spaces settlement systems dating back to different eras, from the Roman to the XIX century. The area on the right the orographic dates back to the settlement and industrial development of the 20th century, where the growth of society Olivetti has influenced the entire urban structure, making the city and the surrounding area become a cultural and social model and the reference to an industrial and urban scale. "Ivrea Industrial City of the XX century" was inserted in 2018 in the UNESCO list, to certify the value of the architectural and cultural Olivetti's heritage.

Another important aspect concerns the environmental and landscape system: the territory of Ivrea presents one barycentric position on the scale of the Dora Baltea river basin, with the fluvial and peripheral context which is peculiar from the ecological and user point of view; the alpine and hilly moraine mountains they identify the skyline, with the Serra d'Ivrea to the east and the entrance to the Valle d'Aosta to the north; among the areas most significant at an ecosystem level are the "Lakes of Ivrea", a Site of Community Interest characterized by an environmental heterogeneity and high biodiversity.

**PROJECT IDEA**

Government of the territory

Strategic planning and negotiated planning

Participatory planning

Local development

**GENERAL OBJECTIVE**

Promotion of bidirectional processes for sustainable development of the city, with reconversion and recovery of the 20th century industrial heritage and the enhancement and promotion of the naturalistic system from a perspective ecological - fruitive

**SPECIFIC OBJECTIVES**

- Enhancement of the Olivetti architectural industrial heritage of the '900 through recovery of the voids and the containment of urban dispersion
- Implementation of joint concentration and planning processes in urban setting, planning and sustainable mobility
- Analysis of the future development scenarios of the city from a settlement, production and ecological standpoint
- Sharing and transferability of best practices with the network of European cities

**EXPECTED RESULTS**

- Creation of a place for the critical involvement of the local community in the policies of transformation of the city and the territory (Urban Center) and territorial marketing actions (city branding);
- Establishment of start-ups and innovative activities with a perspective of re-functionality of assets that make up the UNESCO Site "Ivrea industrial city of the twentieth century";
- Activation of the local group starting from the capitalization of the Dora Baltea River Contract, tool that recognizes the central role of the water system in policies and programming concerning the government of the territory and which represents a path aimed at promoting processes of governance between public institutions, private actors and stakeholders
- Development of the network of cycle-pedestrian itineraries, in order to encourage the use of contexts suburban and high level naturalistic and landscape areas.