



THE CILENTO BIO-DISTRICT

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The Cilento Bio-district is located in the *National Park of Cilento, Vallo di Diano and Alburni* (Campania Region), in Italy. It covers an area of 3,196 square kilometres and includes 32 municipalities, 450 organic farms (23% of tot. organic producers in Campania), 2.300 hectares (approx. 8% of the total regional organic land area) and three major archaeological and cultural sites (Paestum, Padula and Elea-Velia).

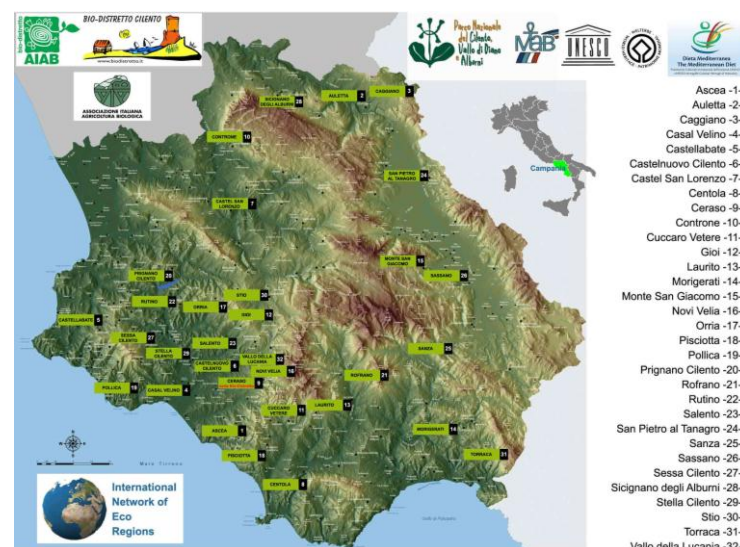
The Cilento has been awarded (the first case in the world) four UNESCO recognitions: the National Park of Cilento, Valle di Diano e Alburni is included in the list of UNESCO World Heritage Sites, in the list of UNESCO Geoparks as well as in the UNESCO Program on Man and the Biosphere (MAB). Additionally, it was in the Cilento that Ancel Keys conducted his studies on the Mediterranean diet, which was later (2010) recognized by UNESCO as an intangible heritage of humanity. In this land, farmers, citizens and public administrators have formed a pact for the sustainable management of local resources.

INNOVATIVE TERRITORIAL GOVERNANCE

In 2009, the Campania Region passed an act establishing the 1st multi-vocational European bio-district (agriculture, environment, social, eco-tourism, food and wine).

In 2011 the non-profit association “Bio-distretto Cilento” was established, the concrete result of the great amount of work done over the years, coordinated by AIAB Campania and involving associations, public authorities, farmers and tourist operators, creating a permanent workshop of culturally significant ideas and initiatives for territorial development based on fair trade and the organic model.

Initial activities focused on creating a network of organic farms, producer associations, bio-city organizations, caterers, eco-tourism operators, and consumers, through short supply chain initiatives. In few years, the Cilento Bio-district had attracted a large number of local actors and produced results that had a great impact on the region.



THE BIO-DISTRICT ACTORS

Cilento Bio-District involve a number of different actors:

- *producers*, who commit themselves to produce according to the principles of organic farming and to develop short supply chain and multifunctional initiatives on their farms (didactic farms, farm tourism, social farming), to contribute with their products and services to the marketing of the bio-district territory;
- *consumers*, who can support the initiative through their food and services purchases and citizens who may benefit of a better quality of life thanks to the adoption of green solutions in the bio-district area;
- *local institutions*, who commit themselves to: promote organic farming in the area; to band GMOs; participate to promotion initiatives; jointly organise a calendar of bio-district events; apply the principles of organic philosophy and sustainability also to other planning and economic activities (management of urban green areas, urban waste, use of renewable energies and other eco-friendly technologies); collaborate with AIAB in the conversion to organic of public farmlands and in fostering social farming initiatives;
- *operators of the agro-food supply chain* who can benefit from the concentration of organic producers in the territory; tourist operators that can qualify their offer proposing organic menus and organic trails;
- *local training and research centres and associations* which can contribute with their activities to the vision and the spirit of the bio-district.

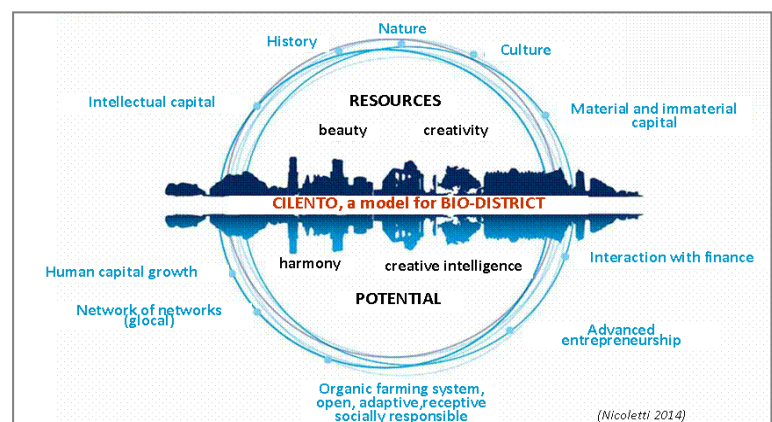


MAIN ACTIVITIES

Prevalent activities in Cilento Bio-District focus on the promotion and valorisation of the bio-excellences of the territory as well as the encouragement of the organic transition along the traditional agro-food supply chains (*legumes, black pork and black goat, Cilento white fig, olive oil, honey, alici di menaica, goat cacioricotta, buffalo mozzarella, etc.*).

It is worth mentioning for example:

- *Bio-spiagge (Bio-Beaches)*, an initiative aimed at promoting the inland territory and its products targeting the thousands summer tourists that crowd the Cilento coastland.
- *Bio-sentieri (Bio-Trails)*, eco-tourist routes connecting the coastal area with the internal rural zones and specifically guiding tourists through places of interest for organic farming (farms, guest-houses, villages, certified public lands, sites of high environmental and socio-cultural interest). It is possible to walk or ride a horse.
- *CilentoBio-district Guide*, a booklet including information about bio-district initiatives, organic farms, direct selling points, restaurants and specialised shops with a description of the available products and services.



THE BIO-DISTRICT LAB

The bio-district proposes itself as a permanent laboratory of ideas and initiatives, as an incubator for innovative projects, catering for the needs of the territory. The Cilento Bio-district is depicted as a gravitational champ which generates acceleration force driving the development of a territory.

Inspired by this experience, AIAB supported/promoted the establishment of "bio-districts" in other Italian regions. To date 11 bio-districts have been counted in 9 Regions.

Moreover, in order to protect and build on the intellectual capital developed over years around bio-district concept and practice, AIAB has just finalized its label "Bio-district", associated with guidelines to orient the establishment and the management of bio-districts initiatives. The label has been conceived to be a tool of collective territorial promotion.

Thanks to the exchange of practices among similar or complementary experiences in France, Austria, and to the AIAB commitment to provide technical assistance to other countries that are establishing the bio-districts model, as Albania, Senegal, Morocco, national and International interest is also continuously increasing. Thus recently the INNER network has been established to *coordinate* their strategies of development and continuous innovation, to improve the multilevel *governance* of their territories and *internationally cooperate* to spread the Bio-district model.



TO KNOW MORE

The Cilento Bio-district: www.biodistretto.it

INNER Network website: www.ecoregions.eu

Bio-districts Network in Facebook www.facebook.com/biodistretti

CONTACT

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