



CITTASLOW
A VACCINE FOR THE MOST ADVANCED MODERNITY

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Cittaslow International is a non-profit association of private character that combines public bodies, or towns. Born in Orvieto October 15, 1999, thanks to a first idea of Paul Saturnini, former Mayor of Greve in Chianti and other three mayors of Bra, Positano and Orvieto and Carlo Petrini, Cittaslow today includes around 200 Cittaslow in 30 countries. In Italy the Cittaslow are 74 and represent the foot of the iceberg world and is the reason of Cittaslow, an association that despite or even because of the crisis of the system that we cross, showing the world the best deep-ness, the value of the City, the sense of a living community and durable, participation and sharing on social objectives.

THE SLOW CULTURE AT THE CENTER OF CITTASLOW

The key principles are:

- Local identity (dynamic), the value of memory, the cultural heritage of the area;
- Environmental protection, natural and social development in sustainable terms, the sense of limits, resilience applied to the public administration;
- The community as a tool for local defense and the distortions of the prevailing model shared social responsibility, participation, intergenerational exchange.

The Slow culture that is at the center of Cittaslow, is proposed as a counter-culture positive and active paid to improving the living conditions of the urban and rural populations, without necessarily accomplish a quantitative growth, but rather in terms of multisectorial investigating about every possible solution (process, organizational, technological, social, etc.) aimed at solving the problems. Very important in Cittaslow are also the proactive defense of the environment and social that we received from our ancestors and we have a moral obligation to pass on to future generations in the best possible conditions.

Cittaslow means promoting thanks to the tools of local government, action plan, environmental policies, educational policies and good citizenship, social policies of inclusion and also for the work, the so-called "good life", a state of equilibrium constitutive of the human condition today threatened by a progressive turbo-technology tools phenomenon and relationships, alienation caused by the "speed" and competition without rules that becomes a social disease and medium term, diseconomies, trivialization of the human being.



SLOW CITY AS AN ECONOMIC PROJECT

That's why Cittaslow is essentially an economic project: the not forget our "history" and "essence", the search for the best technological applications while sustainable for the planet, the natural environment, infrastructure and services to individuals, creates medium- to long-term sustainable economy, job security, social stability, widespread wealth, social justice.

It goes without saying that Cittaslow is a "pattern" applicable in the context of democracy without freedom and shared rules you cannot implement the level of quality of life and the social and economic context of a community. The decentralization of decision-making reflects the principle of subsidiarity, the argument that the political action that is sharing populations and local environments should always be implemented at the level of planning. That is why the cornerstone of relative success of Cittaslow in the world: the environment, sustainable development but also social inclusion, shared responsibility, participatory democracy. Cittaslow is not and is not to be a "gate town" elite, ecological yes but closed and defended by armed guards; on the contrary it is a model of community that is open today for ca. 15 million people in the world including big cities Cittaslow Supporter.



OUR IDEAL CITY

In the most part of the world, often closer to one-third of the population live in small towns, and in some regions such as Scandinavia or Southern Italy, at least half of the population live in small towns. Small towns play an important role in the urban system. Sometimes they do not have the economic advantages of creativity and productivity associated with agglomeration, but today they serve important functions as local and regional service centres, as places that can absorb metropolitan overspill, as specialized fishing, mining, and agricultural processing centres, as centres for tourism and — in traditional market towns— as centres and symbols of tradition, regional culture, and identity.

Like Cittaslow demonstrate, they represent real *resilient micro economies*. Cittaslow highlight the ways in which small towns are forming transnational networks with which they insert themselves into the whole urban system, influencing metropolitan areas too. We must reflect on the notion of *institutional* and *reflexive polycentricity* and argue that many small towns are using themes such as sustainability, heritage, and culture to reassert their role and position within the urban hierarchy. We contribute to an emerging discussion about the political economy of small cities and their role in a polycentric world.



"For the first time in five centuries, we have a generation of individuals he'll be worse than its predecessor. We have to react by appealing to one of the key elements of the community, reciprocity. It takes courage, but by entropic crisis exit only with new paradigms. Beware: the soul children is under siege. It should now be no more consumers, but citizens co-producers, starting from our behavior ... Do not ever confuse price with value: we carry out our projects with affective intelligence and austere anarchy ... "

Carlo Petrini, at the Municipal Council Hall of Greve in Chianti, Saturday, May 29, 2010

Our ideal city is: Low carbon footprint in the presence also of population increase; Social fabric strong, deep and widespread; Social inclusive; Participatory democracy at every level of decision-making; Low level of crime; High quality of life; Low poverty; High percentage of green spaces; Sustainable mobility; Consumption / energy / food locally. Objective: The Resilient City.

THE PROJECTS

Cittaslow is currently involved in several projects, putting in value the reality of network existing in Europe and worldwide. In summary, projects on various levels in Europe, using programs of the past and present programming, Leader +, Youth in Action, Europe for Citizens, EU FP7, in collaboration with Italian universities and other countries, structural collaboration for social policies with DG Social Inclusion of the EU Council. In particular it is being set up an EGTC Cittaslow Europe. There are also independent projects of Cittaslow International, one on craft and one on the new mode of production, distribution and consumption.



TO KNOW MORE

<http://www.cittaslow.org/>



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