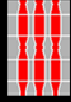




# HYBRID PARKS



REGIONE UMBRIA

INTERNATIONAL OPEN CONFERENCE

**"GENERATING VALUE THROUGH PARKS AND GARDENS:  
TOWARDS THE DEFINITION OF A ENVIRONMENTALLY AND ECONOMICALLY  
SUSTAINABLE MANAGEMENT MODEL"**

Assisi, Italy - 23 november 2012

## Good practices poster exhibition



The Department of Protected Areas, Nature and Landscape Enhancement of Umbria Region - Italy, as a partner of interregional project HYBRID PARKS - INTERREG IVC (2007-2013), *Combining abilities, creating synergies and enhancing the performance of parks for sustainable development policies*, will organise an Open International Conference on Economy: *tourism and urban (re)development* topic, titled **"GENERATING VALUE THROUGH PARKS AND GARDENS: TOWARDS THE DEFINITION OF A ENVIRONMENTALLY AND ECONOMICALLY SUSTAINABLE MANAGEMENT MODEL"**.

During the Conference a poster exhibition on national and international Best Practices on the management and conservation of parks and gardens, collected through this call, is expected.

## Hybrid Parks Project

The project assumes that parks, both historic and contemporary, are high quality environments intensively managed. They are an added value for cities and regions and positively affect the quality of life of citizens and visitors.

The main objective of the project is to optimize the use of parks and gardens for economic, social and ecological purposes. The aim is to combine these enhanced capabilities with a view to create synergies and increase positive effects.

The project activities is structured around 3 pillars: *Economy and tourism, Social and recreational function, Environment and Climate Change.*

16 Partners from ten European countries adhere to the project.

The Umbria Region, specifically, provides for exchange of knowledge and experience and transfer of best practices among the partners, focusing on the enhancement, promotion and identification of management strategies of european parks and gardens, both historic and contemporary, to improve the attractiveness of the area in support of socio-economic development and sustainable tourism.

## The Open Conference

The enhancement of parks and gardens can strongly affect economic growth and local development. Different strategies are implemented to find models of sustainable management both at the economic and the environmental level. The variety of these solutions depends on many different factors: type of asset (natural reserve, park or garden), ownership (public or private), predominant function (recreational, productive, educational, etc.) and availability of regulatory instruments.

The initiative aims at fostering dialogue between the project partners and administrators, professionals, researchers and public and private stakeholders involved in design, preservation and management of historic and contemporary parks and gardens at the national and european level. It also aims to take stock of the strategies implemented by institutions and economic entities to enhance the landscape, paying particular attention to economic, tourist, social and environmental issues.

The conference will be held in Assisi on 23rd of November 2012 and it will consist of two plenary sessions and an exhibition. The exhibition will be realised with few posters collected through this open call for papers.

## The call objective

The call objective is to collect examples of realised best practices (projects will not be taken into account) concerning the enhancement and the management of parks and gardens based on the three main themes of the project: *Economy and tourism, Social and recreational function, Environment and climate change.*

For further information on the project, please consult the following website:

<http://www.hybridparks.eu/>

The main topics of the open call are:

- t.1** - Good practices for raising awareness of environmental issues;
- t.2** - Good practices for users enlargement and social relapses;
- t.3** - Good practices for economic development and tourism.

## Deadline

The selection will be based on an abstract in English (max 1000 words and 2÷4 significant pictures) sent by the authors before **08 October 2012** at the following e-mail address:

[umbria.hybridparks@gmail.com](mailto:umbria.hybridparks@gmail.com)

## Instructions for authors:

Authors will be informed of the outcome of the selection **before 18 October 2012**.

Only selected authors have to send their poster before **10 November 2012** at the same e-mail address. They will receive more information about how to set up the poster and what data about the project they have to provide.

Abstracts will be selected by a commission composed of Umbria regional experts with the support of external experts.

The selected papers will be printed by the organisers of the conference and will be:

- used for the conference exhibition;
- used as a reference case for the project;
- included in the project site and published in Italian and international web sites;
- included in the conference proceedings published in a magazine.

## Organization committee and referees of the project

Paolo Papa *Region Umbria manager, protected areas, nature and landscape enhancement*

Maria Carbone *Region Umbria, head of the landscape enhancement office*

Raoul Segatori *Region Umbria, head of the natural systems Protection and enhancement office*

Leonardo Gioffrè *Region Umbria's external consultant*

Jens Spanier *Project manager EGHN*

Christian Grüssen *Lead partner Hybrid parks*

Luciano Concezzi *Parco 3A*