



VITALE NOVELLO ZANE & CO.
CONSULENZA DI DIREZIONE

The landscape: a key element for development

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DEVELOPMENT vs GROWTH



Development vs growth

«Development isn't simply mere economic growth.

In order to be real development it must be comprehensive, i.e. engaged in the promotion of each person and of their whole being»

Pope Paul VI (Populorum Progressio encyclical – 1967)



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Development vs growth

“Human development is about providing people with more choices. Income is one of them, although it doesn't represent the whole of human experience.

Other elements such as health, education, a healthy environment, freedom of action and speech are just as important.”

United Nations Development Program - Report no. 3



Economics

“Economics studies men and women, in their daily life and working activity.”

“Economics studies how to improve society.”

Paul Samuelson ('Economics', 1948)



Culture

A wider approach which comprises all aspects of a specific land:

- ❖ **The land itself, with all its peculiarities as well as environmental and landscape elements,**
- ❖ **The human relations within the land,**
- ❖ **Its life-style and history**
- ❖ **Its traditional produce, food and wine, etc.**



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Local development

There are three key factors in every local development project:

- **the land**
- **the people**
- **the people's and the land's culture**

Hugues de Varine ('Les racines du Futur', 2002)

- ❖ **a land can be identified also on the basis of its cultural heritage**
- ❖ **cultural heritage assists local development**
- ❖ **which in turn cannot disregard its land's roots and history**

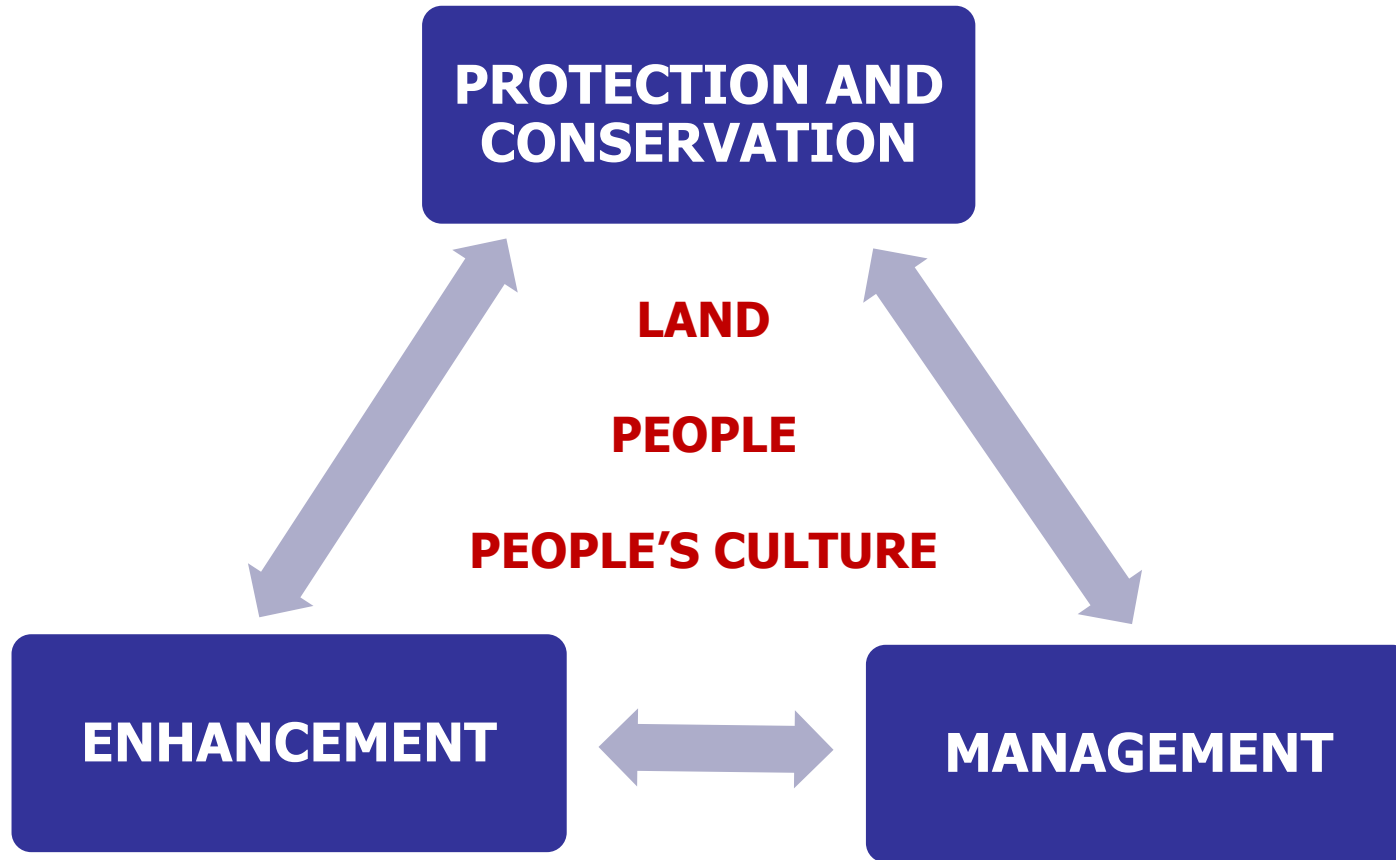


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The landscape

- ❖ **landscape is an essential element of a land's cultural heritage**
- ❖ **it is mankind's mark on the land itself, the representation of mankind's culture over time**



A local development project



The objective of a local development project is to intervene in order to overcome the system's shortcomings, and to reduce the uncertainty deriving from internal and external threats. It puts the people and the land where they live and work at the heart of its activity.



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The Valtellina case

- ❖ **the microclimate is exceptional, thanks to its southern exposure, towards the sun's light and warmth**
- ❖ **terraces for 2,500 km (1,553 mi)**
- ❖ **850 ha of vineyards**





The Valtellina case



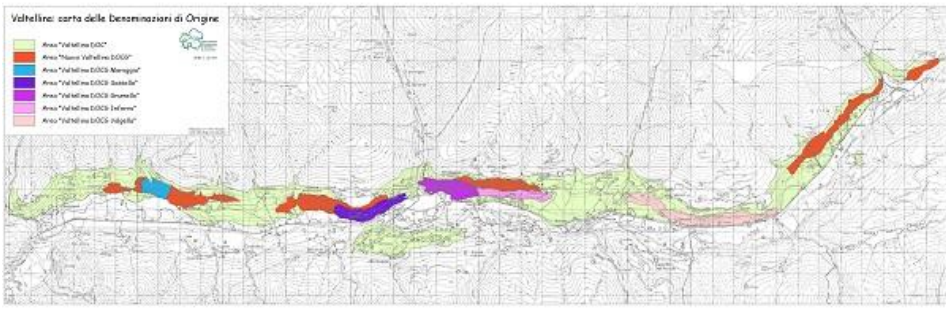
Sentiero del VINO



Province of Sondrio



Consorzio di Tutela Vini di Valtellina (Valtellina winemakers consortium)





Terraced vineyards – extract from the Unesco documents

- i. ... they are the very landscape of the area in question, they have always been
- ii. ... they are unique evidence of a cultural and vine-growing tradition more than a thousand years old
- iii. ... and the related wine trading were for centuries the cornerstone of the region's economy
- iv. ... are an example of a land's enhancement and of its transformation by mankind





A virtuous cycle



DSB a persona Euro	190
Hotel a persona Euro	220

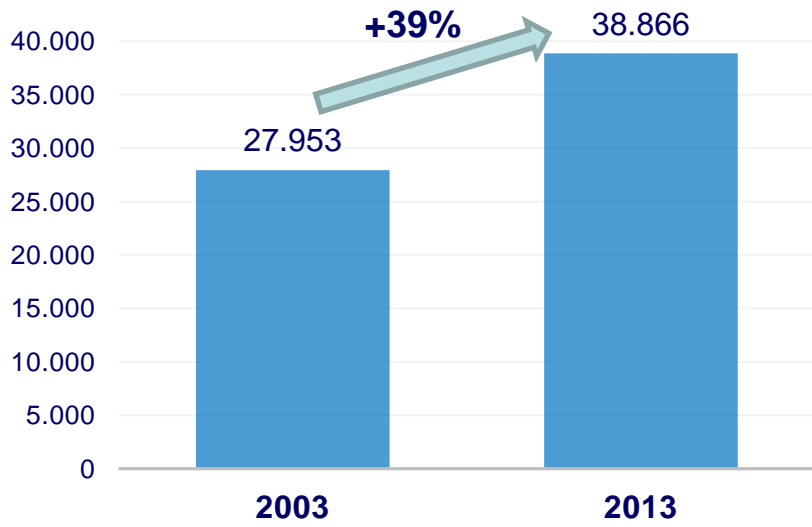
- ❖ Recovery of vast portions of neglected vineyards and terraces
- ❖ Consequent protection of the land
- ❖ Reuniting of Valtellina residents – especially young people – around the valley’s historical activities
- ❖ Upgrading of the quality of Valtellina wines
- ❖ Enhancement of the whole valley with consequent rise in food and wine tourism
- ❖ Recovery of rural buildings
- ❖ Development of cycle paths across the vineyards
- ❖ Land Provincial Coordination Plan





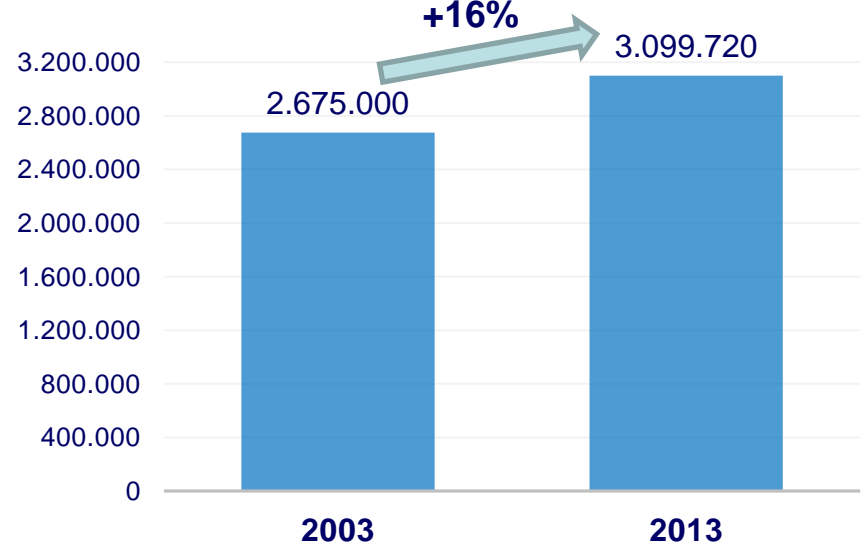
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The Valtellina case

Yearly grape output (100 kg)



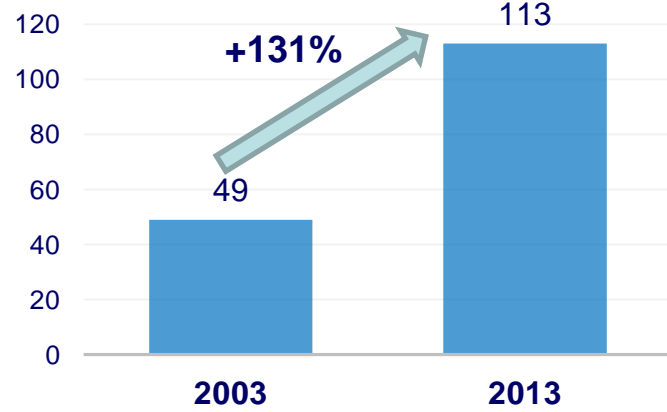
Source: Consorzio tutela vini di Valtellina (Valtellina winemakers consortium)

No. of bottles marketed



Source: Consorzio tutela vini di Valtellina (Valtellina winemakers consortium)

No. of holiday farms



Source: Istat (Italian national statistical office)