

Project “*Gli itinerari del mercante valorizzazione di percorsi di scambio nei territori ai piedi delle colline moreniche*”

With the present project is reflected the will, according to the regional call for the creation of a decentralized territorial system of commercial companies in the territory of the Alto Mantovano.

“Gli itinerari del mercante valorizzazione di percorsi di scambio nei territori ai piedi delle colline moreniche” promoted by the municipality of Guidizzolo (main entity) and by the municipalities of Medole, Solferino, Cavriana and Goito, with the respective commercial operators and private subjects involved as well, is encouraged the fact of promoting the competition of the enterprises working on traditional commerce in this area through both public/private proposals regarding the regeneration of the context.

The main motivation for the district group to become an applicant part of a contribute for the beginning of the realization of the actions addressed to the rediscovery of the commercial offer as a resource for the urban quality and the socio-economical animation of the territory is the creation of a commercial and competitive microsystem “Gli itinerari del mercante valorizzazione di percorsi di scambio nei territori ai piedi delle colline moreniche”, alternative to the commercial system proposal more linked to big commercial centers located in the area in front of Lago di Garda and the lands nestled right before the hills area heading to Brescia and Mantova.

The public partnership, aware that for being a part of this call is important to share bottom up public policies, integrate and organize a socio economical system, projects dealing with the space and urban functions as well as the increasing of the companies’ standards and also the urban commercial network, has taken part as a prime actor in dealing with the commercial operators from the district, with the Association Conferescenti of Mantova through its director.

The project offers a district operators’ system that is public and private with different levels of involvement and tries to start up the process and create a system

within some years, that regards to the small commercial distribution on the territory with both micro and macro socio economical animation actions.

The main idea of the project is to create, as it says in the district's name, alternative commercial itineraries from the closest ones Lago di Garda/ Brescia and Verona known for its huge and trendy supply distribution's structure in the downtown where you can find the traditional commerce.

“Gli itinerari del mercante valorizzazione di percorsi di scambio nei territori ai piedi delle colline moreniche” is an experimental project with the will of attracting, through programmed actions taken together and the political strategy of the district, the residents, non residents and visitors to do their shopping.

With this spirit of continuism compared to the other territorial initiatives the area presents a high level of territorial union and a tradition of creating networks and public/private partnerships already experienced in other sectors (GAL Alto Mantovano, cultural districts). This aspect, no matter if belongs to the private or public group, has helped out to form a consciousness' district for the commerce that shares similar situations with the traditional commerce from downtown, defined by its loss of meaning, loss of money, closing of the historical reality, isolation feeling and uselessness in a commercial world more focused in big accounts, bigger parking lots, as well as the promotion of the products and low prices by the important competitors.

In the middle of the problem and the reflection we can find an answer in the change of the consumers, operators, and the purchasing habits that were committed by the common public partners while preparing the district, being witnessed by the association Conferescenti.

The decentralized district of the commerce in Alto Mantovano called *“Gli itinerari del mercante valorizzazione di percorsi di scambio nei territori ai piedi delle colline moreniche”* through its 5 common partners, its association mostly representing the sector – Conferescenti and with the support of the public/private partnership composed by 42 shopkeepers the commerce and the non profit association of the territory:

- Promotes the valorisation integrated in the urban area with presence of the retail commercial activity (network “*itinerari del mercante*”)

- Promotes the competition and the innovation for the system composed by the commercial enterprises and acknowledges that the commercial function has a strategical role to support the social and territorial union (motivation for investing)

- It is clear the advantage coming from managing together some aspects of the commercial activity according to the individuals (district calendar for the promotional activity and the district attraction towards citizens and visitors)

- Values and promotes the cooperation among the operators.

- Values the development of a qualified occupation.

The goal to be achieved by the commercial and decentralized district from the Alto Mantovano is to increase the competitive capacity among the retail businesses and to be the engine for the development and basic element for the union and the recognition of the community.

The strategic issues of activity of the Alto Mantovano district are:

- The presence of many actors for the commercial exercise and, also, integrated in other economic sectors different according to the study of accommodation and the contact with the services’ craftsmen and the nearness:

- The close connection with the tourists from Lago di Garda/ Colline Moreniche (two of the Comuni partner are by the Moreniche hills: Solferino and Cavriana, while the rest are partners for the project of the cultural districts’ Colline Moreniche), cultural and touristic center area at a european level.

- The good access and the development for the sustainable mobility; and is possible to think about increasing the use of the public transport (bus line Mantova-Brescia, Desenzano-Castiglione delle Stiviere) already existing by putting more buses while the demonstration is taking place.

- It is easy to imagine that the use of the public school minibuses meant to be during the demonstration, as well as for the transportation of users, residents and visitors –use of the shuttle bus and for the area of external parking in the historical downtown to the sellers’ service from the urban centre (going by bike and using pedestrian areas is already extended in this area)
- The good urban quality of the furniture, of the green areas, of the signals, its cleaning and safety, thanks to the reskill projects already done in every part of the district, according to a certain budget, and being responsible for that each municipality: from 2007 the retraining of the whole historical center of Castiglione delle Stiviere, creation of parking lots and securizing the areas: during 2007/2008 several actions were carried out: retraining of furniture and lightning in the municipality of Medole and working on the pavement of some squares and roads: retraining furniture and safety and the public illumination by the town hall of Guidizzolo: retraining of furniture, paving in Goito’s house hall: urban retraining and building trade in Solferino and Cavriana and valorisation of the construction possibilites, the architechure, and the cultural and social goods.