



GRANULAR

PRACTICE ABSTRACT

Distretto Rurale e Biologico della Val di Cecina



Distretto Rurale e Biologico
della Val di Cecina

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The **Living Lab in Italy** aims to **develop datasets to improve multifunctionality in agricultural enterprises and qualify the tourist offer**. Furthermore, the involvement of the local stakeholders in the area's governance and the definition of valuable datasets will be improved.

The **Tuscany region**, where the Living Lab is situated, features two distinct types of territories: the inland areas and the coastal zone. The inland areas are characterized by hilly and wooded landscapes, smaller farms, and lower levels of tourism. In contrast, the coastal area is predominantly flat, home to larger agricultural enterprises, and marked by a high concentration of tourism. Despite their differences, these areas maintain strong interconnections, including shared historical and cultural ties, economic links through raw materials and agricultural production, and common infrastructural networks.

The region faces several challenges, including a **decline in agricultural activities**, particularly in livestock farming, although there is a notable shift towards sustainable agri-food practices. Other pressing issues include **hydro-geological vulnerabilities**, **limited local mobility services** in the inland areas, **insufficient logistics support for agri-food processing**, and a **lack of fast connectivity infrastructure** to support innovative activities. These challenges highlight the need for integrated strategies to ensure the sustainable development of the region.

DISTRETTO RURALE VAL DI CECINA | Tuscany Region, Italy

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Thematic Priority:

- Recreational flows
- Natural capital assets
- Food systemic features

More info:

https://www.ruralgranular.eu/living_lab/living-lab-italy-distretto-rurale-val-di-cecina/



Image of the Italian Living Lab activity.

ABOUT THE LIVING LAB

The [Living Lab of Val di Cecina](#) is located in the **Tuscany region of Italy**, encompassing parts of the provinces of Pisa and Livorno. It is managed by the Rural District of Val di Cecina, established in 2019 through the collaboration of 12 municipalities, a union of municipalities, three agricultural trade associations, two trade associations, and various commercial partners. Since its inception, the district has expanded with the inclusion of new partners.

OBJECTIVES

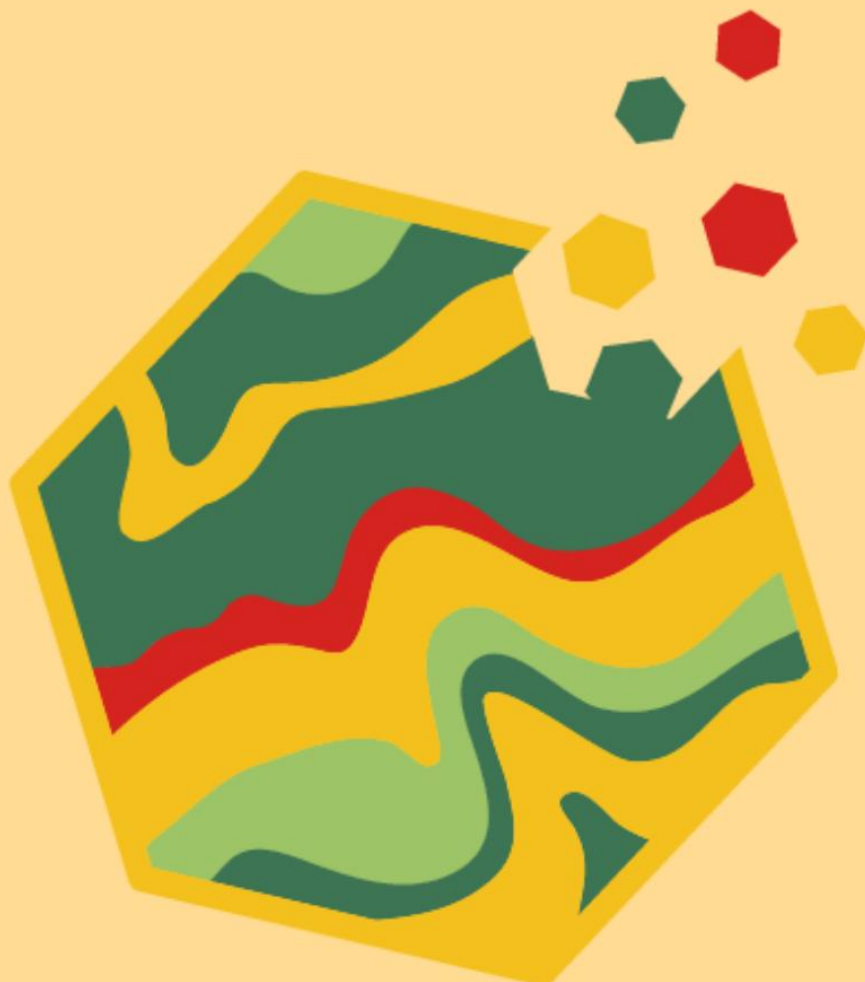
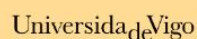
- **Recreational Flows:** The primary goal is to encourage tourism in the region while achieving a better temporal and spatial distribution of visitors. This involves promoting the cultural and environmental heritage dispersed across the territory and mitigating the economic and environmental impacts of tourism. Key actors include public authorities such as the public tourism agency and municipalities, as well as researchers from the [Consorzio Polo Tecnologico Magona](#) and the [University of Pisa](#). Other stakeholders include farmhouses, trade associations, accommodation providers, restaurateurs, tour operators, sports tourism associations, and tourists themselves. Initial activities will focus on gaining a deeper understanding of tourism-related dynamics. This will be achieved through questionnaires, interviews, and analysis of existing data. Meetings will be held to engage the various stakeholders in the process.
- **Natural Capital Assets:** The objective is to enhance the management of water resources, ensuring their sustainability for agricultural, environmental, and potable uses. Primary actors in this initiative include public authorities such as the regional water service company, municipalities, and surface water management consortia. Researchers from the Consorzio Polo Tecnologico Magona and the University of Pisa, along with local farms and trade associations, are also involved. This objective will involve improving knowledge of water resource management challenges through questionnaires, interviews, and analysis of existing data. Stakeholder engagement will be facilitated through organized meetings.
- **Food Systemic Features:** The aim is to understand food system challenges and opportunities, which will lead to promoting sustainability and enhanced community well-being. This will be done using questionnaires, interviews, and the review of existing data. Stakeholders, which includes municipalities and public bodies managing collective canteens, researchers from the Consorzio Polo Tecnologico Magona and the University of Pisa, as well as local farms, trade associations, grocery stores, and restaurateurs, will be brought together through meetings to foster collaboration and shared solutions.

DATA TO BE COLLECTED

In the initial phase of this work, it remains uncertain which data are missing, which require improvement, and which are already available. To address this, **public and sector-specific meetings, surveys, and interviews are being conducted to establish a clearer understanding of the current knowledge framework** regarding the identified priorities. Following this, gaps in data and the most critical information needed to achieve the objectives will be identified. In collaboration with the project partners, the most effective tools for acquiring this data will then be determined.



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