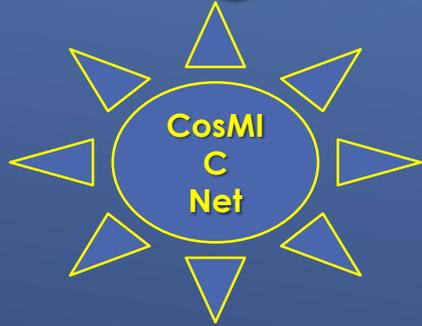


Age Friendly Europe-AFE-INNOVNET



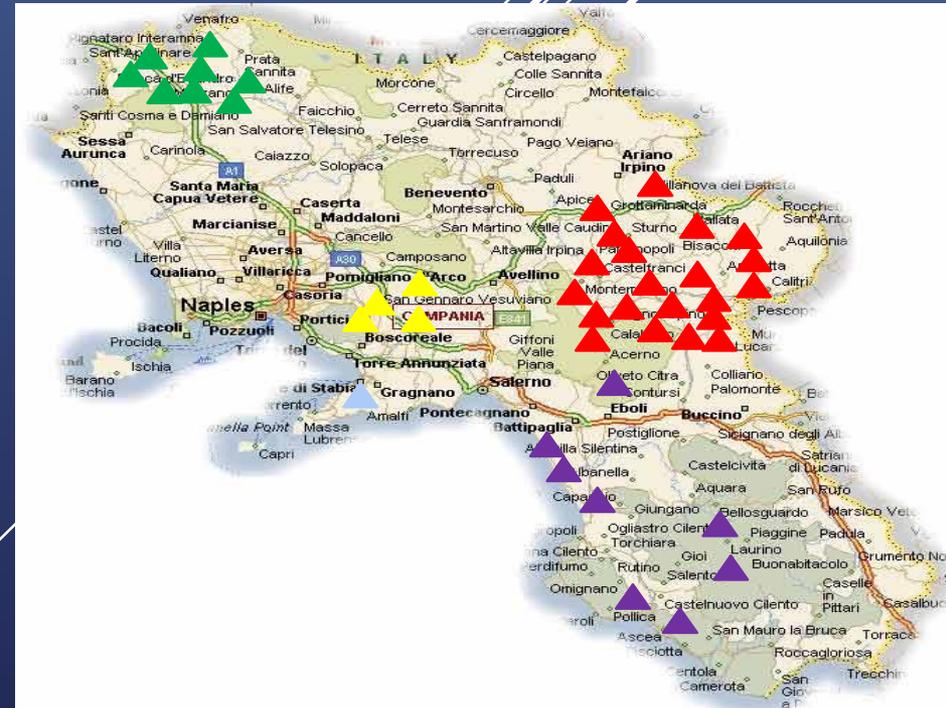
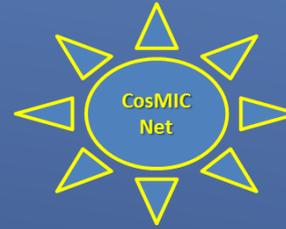
COSMIC -Net



- The current economic crisis has been determining a general reduction of the services provided to European citizen, due to spending reviews applied to the Health Care system, to the Social Services, to Schools. This has determined a further **reduction of funding allocated to city environments** and spaces, that are currently unfit to the challenge of an aging population.
- Most small municipalities do not possess alternative funding, and cannot sustain the initial investment required by the **internationalization effort**. Aim of this project is to create a network of small Municipalities in Campania Region, to **build up their capacity** to join European initiatives
- The valorization of **natural resources** and **cultural heritage** can take advantage from the development of **AGE-FRIENDLY TOURIST SERVICES**



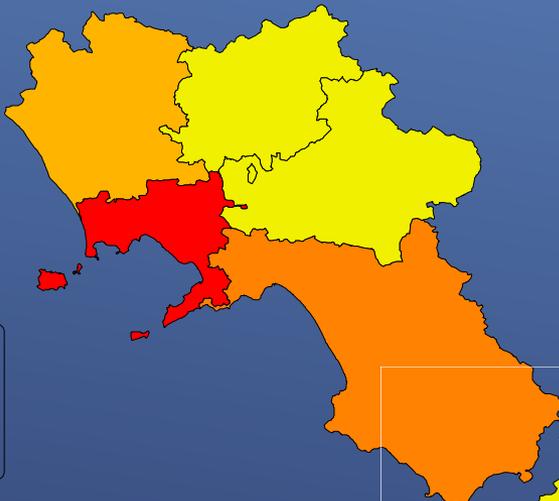
Campania



GPs

Medici di medicina generale

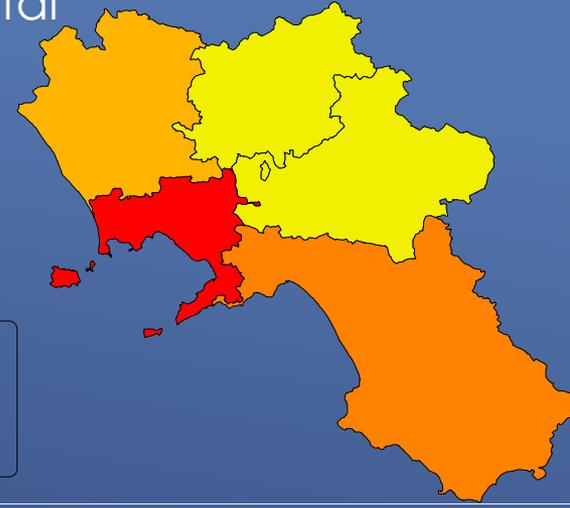
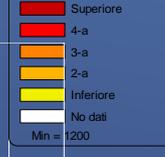
Ultimo disponibile
CAMPANIA
4474



Hospital Beds

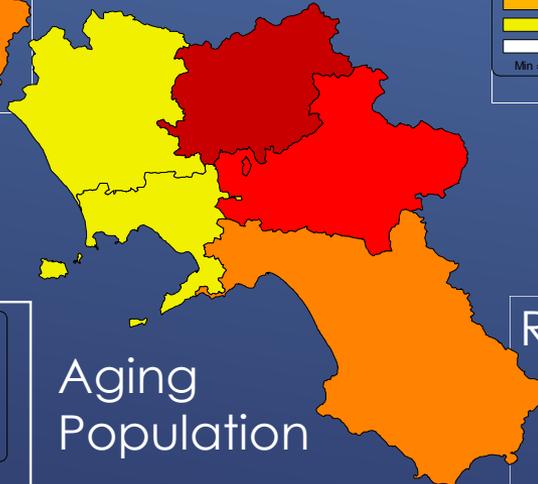
Posti letto ospedalieri ordinari

Ultimo disponibile
CAMPANIA
16823



Indice di invecchiamento M+F

Ultimo disponibile
CAMPANIA
100.68

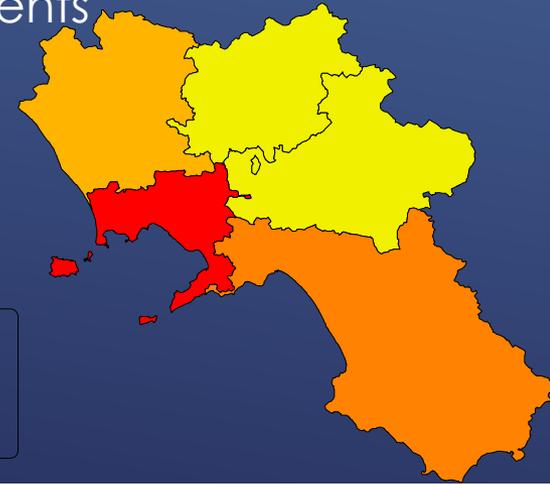


Aging Population

Residents

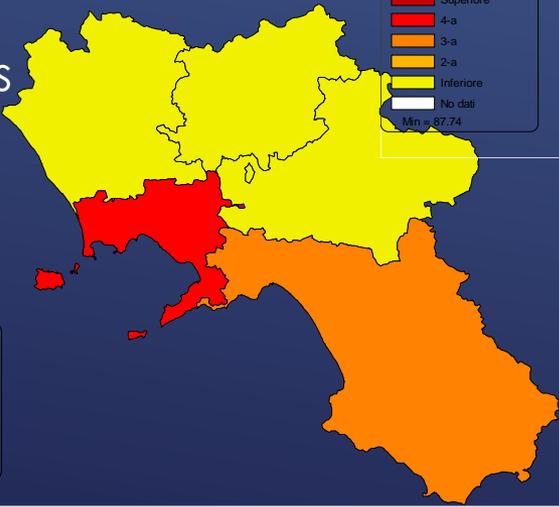
Popolazione residente M+F

Ultimo disponibile
CAMPANIA
5799240



Numero ASL

Ultimo disponibile
CAMPANIA
13





Content

- An overview of some municipalities of Campania Cosmic Net
- Their opportunities and gaps for age friendly tourism
- The response that some municipalities are implementing to address the gaps
- The regional perspective on a touristic sector
- A glimpse of the national perspective



Municipality: Ottaviano

<http://www.comune.ottaviano.na.it/>



- Ottaviano is an Italian town of **24,186 residents** in the **province of Naples** in Campania, located southwest of the Vesuvius.
- Of Roman origins, when it was still a tiny hamlet of houses, it was called Octavianum, and is where the Roman emperor Octavian Augustus died.
- The municipality hosts the **Vesuvius National Park**. Devastated many times by the various eruptions of Vesuvius. Ottaviano maintains some structures of considerable architectural significance as the Castello Mediceo, the Churches of the Most Holy Rosary, of San Francesco di Paola and St. John the Baptist.





Municipality: Ottaviano

<http://www.comune.ottaviano.na.it/>

AWARENESS

Municipality of Ottaviano

Resolution N° 102 (8/8/2014)

Object: promoting socialization of the senior citizens through non profit organizations Progens.



Ongoing Projects:

- Music therapy
- COSMIC-NET
- Listening Center
- Social integration for the elderly focusing on prevention, health promotion and cultural activities



PERSPECTIVE

Linking the activities dedicated to the older adults to the touristic offer.

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

PROGENS LOCATIONS

- San Giuseppe Vesuviano
- Ottaviano
- Somma Vesuviana
- Palma Campania



THE COMBINATION BETWEEN THE TOURISTIC SECTOR AND THE SERVICES LOCALLY AVAILABLE FOR THE SENIOR CITIZENS SUSTAINABLY IMPROVES ATTRACTIVENESS

PROGENS: SCALING UP TO THE NEIGHBOURS

Gaps:

- ORGANIZATIVE
- LOGISTIC
- VISIBILITY

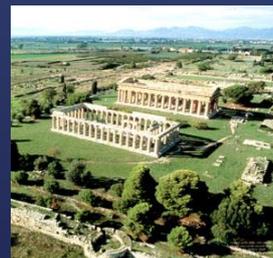
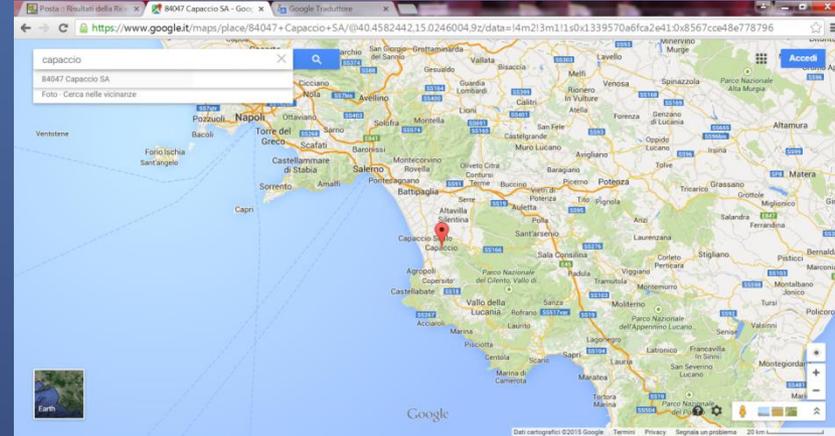




MUNICIPALITY: CAPACCIO-PAESTUM

[HTTP://WWW.COMUNE.CAPACCIO.SA.GOV.IT/](http://www.comune.capaccio.sa.gov.it/)

- Capaccio is a town of **22 380 residents** in the province of Salerno, best known for being home to the archeological site of Paestum, UNESCO site.
- The landscape is characterized by a long coastline, with wide sandy beaches and a pine forest that is part of the National Park of Cilento and Vallo di Diano.
- The town is crossed by the state 168, the main route of communication of the Cilento coast. In the municipal area is the river Sele.





MUNICIPALITY: CAPACCIO-PAESTUM

[HTTP://WWW.COMUNE.CAPACCIO.SA.GOV.IT/](http://www.comune.capaccio.sa.gov.it/)



AWARENESS

RESOLUTIONS SUPPORT:

- Integrated services accessible through a helpline h24 to protect vulnerable population groups (Resolution 113 of the CC 26/10/2006);
- Cirenus Programme, identifying local & integrated activities between the Municipality and local associations to support social inclusion;
- Establishment of "Civic Grandfather" for surveillance at schools, libraries and public gardens;
- Home support for the elderly (social housing) and drug delivery service at home;
- Support for intergenerational social and active life: programme for group work out, choir groups, dance groups, health literacy-healthy lifestyles and nutrition, Walking for Health "Poseidon";
- Integrated home-care for chronic diseases;
- In preparation: the website of the Municipality for information and contacts.

S.O.S. Project «Sapori Odori Salute»
 In collaboration with Hotel School
 «Ferrari»

<http://www.iisferraribattipaglia.it/>

Getting
 Optimize
 Ageing
 Life
 Quality



Intergenerational activities integrated in the touristic offer
HEALTHY NUTRITION IS THE FOCUS
 cooking classes, nutritional assessment during events etc

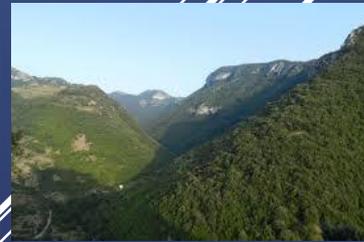


Municipality: Pollica

<http://www.comune.pollica.sa.it/>



- Pollica is a town of **2474 residents** in the province of Salerno.
- Its territory is perfectly integrated **Park of Cilento and Vallo di Diano** in the **National**, and is known mainly for its touristic locations.
- The fraction of **Acciaroli** is well-known for its sea, and has been awarded the most Blue Flags in Italy, as well as the five sails from Legambiente.
- This is where the “Mediterranean Diet” was born, with Ancel Keys



HOW ARE WE CREATING THE ECOSYSTEM?



Our activities/services

TRANSPORTATION

AVAILABLE SERVICE

• **Shuttle services** (Ape Calessino) it's a three-wheeled light commercial vehicle produced since 1948 by Piaggio, and it's a Public transportation service provided by Cilento Up Consortium. The service is available to all people willing to visit the historic centers, the sea, the beaches, the harbor, or go shopping, go to entertainment places.

• **Social Corriera** is a taxi that will be soon available, exclusively for the elderly. Each senior resident will be given a "**social card**" that will allow him to take advantage of the transportation with varying prices depending upon the income bracket.

FUTURE PROJECTS

• **Pontecagnano** is the nearest airport to the Cilento Coast. No commercial flights are still available at the moment, but it's potentially connected by bus to the Cilento Coast.

• **Train.** The railway stations are present in different villages of Cilento. Hotels provide a private shuttle service to pick up the tourists to Naples and Salerno train stations.

• **Bus**, all buses for the Cilento Coast depart by Naples and Salerno Central Stations. Buses to connect to Naples airport will be soon available.

OTHER SERVICES

AVAILABLE SERVICES

• **La fonte dell'acqua** The "Source Water" is a public service to quench the thirst of residents and tourists for 10 cents/liter. Mineral water, sparkling or still, is distributed at public places and is aimed to reduce plastic bottles disposal.

• **Entertainment** Cilento nights in the summer are delighted by many events. All the events are listed on the following website:
<http://www.webcilento.com/eventi.html>

• **Sport Center** its purpose is to help seniors to have strength, increase their flexibility, boost balance, and enhance endurance. In other words, stay fit and independent. The sport center will also support seniors who need rehabilitation exercises.

• **Seashore and Beaches** are completely accessible with a ramp and special parking. Permits are provided at local beaches. Wheelchair accessible restrooms and telephones are conveniently located within easy reach of wheelchair guests.

• **Floating wheelchairs** are a new service that allows to enjoy the fabulous sea also to the disabled ones.

• **Mediterranean Diet** origins in a Cilento small town: Pioppi. All restaurants, resorts, hotels are age-friendly and support the Mediterranean Diet offering the Mediterranean meals.

FUTURE PROJECTS

- **Care Givers:** providing expert staff, English speaking, assisting in ADL and relieving the informal caregiver.
- **Personalized meals**
- **Link to local health services (ex. Dialysis).**
- **Link to municipality services (social services, social card)**



<http://www.cilentoup.com/>



MUNICIPALITY: MINORI

<http://www.comune.minori.sa.it/>

- Originally a small fishing village, in the twentieth century underwent a considerable urbanization and touristic development. Of Roman origins, it had the name of Rheginna minor, in order to be differentiated from the larger and contiguous Rheginna Maior (from which names are today's "Minor" and "Majori").
- The economic and social life of the country has developed around the Basilica of Santa Trofimena, patron of Minori, who has long been the Patroness of the entire Amalfi and the Maritime Republic of Amalfi.
- In 1932) a Roman villa was discovered, testifying that "Rheginna Minor" was a place of vacation for wealthy Romans.



COSTIERA AMALFITANA
Patrimonio Mondiale dell'Umanità





MUNICIPALITY: MINORI

[HTTP://WWW.COMUNE.MINORI.SA.IT/](http://www.comune.minori.sa.it/)

THE COLLABORATIVE APPROACH

In 2011 the **Conference of the Amalfi Coast Mayors** («Conferenza dei Sindaci Costa D'Amalfi») was established, to bring together the towns of the Amalfi Coast (**Amalfi, Ravello, Cetara, Conca dei Marini, Furore, Maiori, Minori, Positano, Ravello, Scala, Tramonti, Vietri Sul Mare**), which decided to experiment a new model of consultation and participation, discussion on policies and projects, planning and design of actions and activities useful to the territorial development, and improve touristic offer, also addressing the needs of elderly citizens. Through the Conference the municipalities define, share and promote partnership processes and projects of broader impact.

TOPICS: Transportation and Roads, Infrastructure Network, Productive Activities and Innovation, Education, Regional Planning, Soil, Environmental Resources, Territorial and district security and surveillance, Tourism, Sport and Recreation and Social Services.



The issues:

Providing services for an expanding population during high season

SCALING-UP TO THE NEIGHBOURS

August 1^o- 2014



Framework Agreement
between the
Conference of Mayors of the Amalfi Coast
and
the University of Salerno

This agreement promotes and supports: the following activities:

training, research, counseling in
business and management for tourism,
research in the field of culture,
environment and heritage, human
capital, micro and macro statistics,
AHA.



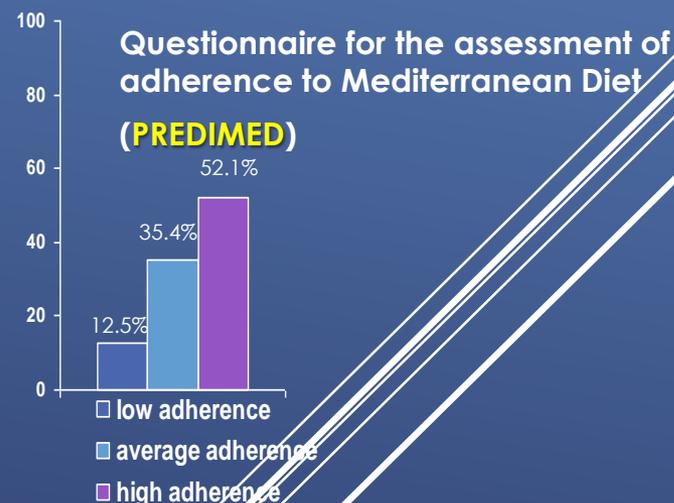
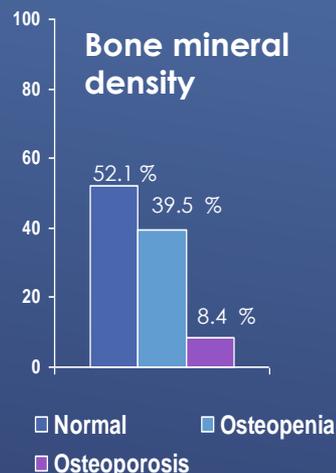
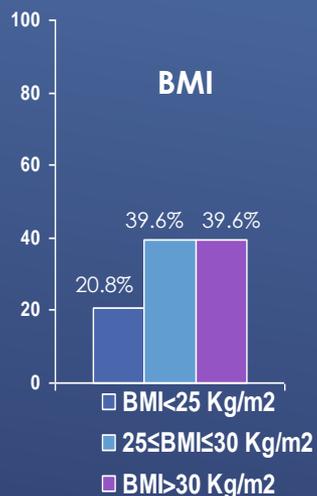
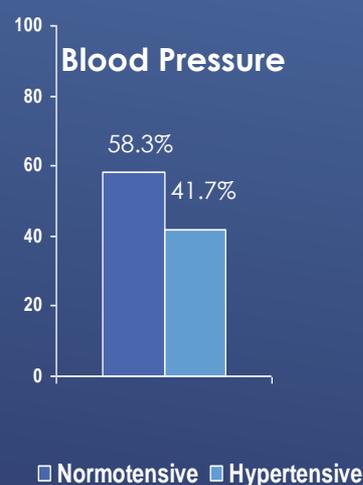
**BUSINESS MODEL TO INTEGRATE LOCALLY AVAILABLE SERVICES
WITH TOURISTIC OFFERS, STARTING WITH SOCIO-SANITARY SERVICES**

Added value of NETWORKING

Screenings for frailty
Municipalities of Palinuro and Centola
June 12-13, 2014

Target population:

48 females aged 69.09 ± 11.8 yrs



PREDIMED score was calculated as follows: 0–5, low adherence; score 6–9, average adherence; score ≥10, high adherence to MD

At the correlation study, the score of the questionnaire **PREDIMED** was correlated with BMI ($r = -0.407$, $p = 0.004$), the T score ($r = 0.359$, $p = 0.012$) and BMD ($r = 0.286$, $p = 0.05$).

These results indicate that MD has a protective effect on bone health and metabolic parameters.





KEY-ELEMENTS FROM CAMPANIA MUNICIPALITIES

- Municipalities are increasingly **aware** of the challenge of an ageing population.
- Age -friendly tourism is seen as **an opportunity** to increase the attractiveness of local resources.
- Fragmentation of the horizontal activities is not sustainable, whereas collaboration allows **sharing of the** resources.
- Age-friendly tourism policies require the **collaboration** between municipalities and private sector (profit/non profit) to speed up results.
- Age-friendly tourism policies require the **collaboration** between municipalities to push their agenda at the regional/national levels.
- **Innovative business models** are needed to integrate locally available services and touristic offers

CHALLENGES

- Tourist locations are often very small, and their number of residents duplicates during the holiday season.
- The challenges concern transportation, environment and services that are insufficient during high seasons.
- Investing time, staff and a budget in the implementation of age-friendly tourism actions is providing opportunities to increase the attractiveness also in low season, reducing the pressure of a touristic season that is concentrated only in the summer.



http://www.incampania.com/turismo.cfm?Menu_ID=179

- In an era of increasing competition in the international tourist scene and emergence of new patterns of demand increasingly oriented to the welfare in the broadest sense, the **regional thermal resources** are an important part of tourism in Campania, which could be better appreciated in its various parts and specificity.
- Thermal baths provide **different beneficial treatments** whose characteristics depend upon the different composition of the thermal waters and muds.
- The need to develop connections beyond the local-regional circuit, networking with other brokers, tour operators, travel agents, intermediaries and web-based services, required adequate support that has been provided by Campania Region Tourist Authority, through an updated and user-friendly website.





Relevance of NETWORKING...

...and research funding in Campania



www.fondazioneforst.it

Figures at national level

Fund raising

€5.800.000
I fondi raccolti
dal 2000 al 2013

Co-funded research projects

67
I progetti di ricerca
cofinanziati

Research funding

€5.000.000
Il totale dei fondi
impegnati
a favore della ricerca

Closed research projects

40
I progetti di ricerca
conclusi

16 Calls

I bandi lanciati
dall'inizio dell'attività

35 Published research projects

I progetti di ricerca
pubblicati su riviste
impartate

...and for Campania

793.00 Euro
invested in research

NEED FOR ASSESSMENT

- LONG TERM RESIDENTIAL OFFERS CAN REPRESENT AN ADDED VALUE
- THERMAL STRUCTURES CAN PROVIDE SPECIALIZED SERVICES
- COMBINING HOTEL SERVICES WITH WELLBEING AND SUSTAINABLE OFFERS CAN BE A WINNING STRATEGY

ASSESSING EXISTING INTEGRATED OFFERS FOR LONG TERM STAY

INCREASING THE AWARENESS ABOUT THE NEEDS/WILL/PREFERENCES OF THE OLDER ADULTS TO IDENTIFY, ORGANIZE AND PROVIDE MORE QUALIFIED SERVICES (multilingual, special assistance etc)



