

Phoenix Project:

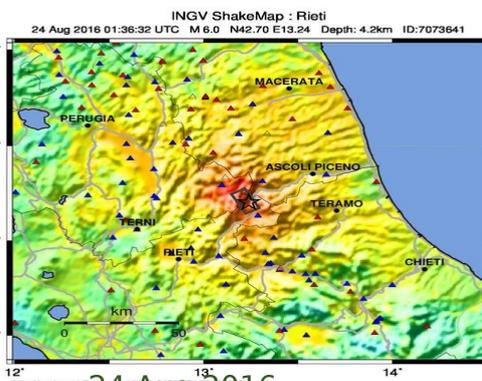
Lets make the areas affected by the earthquake to revive.

Pescara 10 November 2016



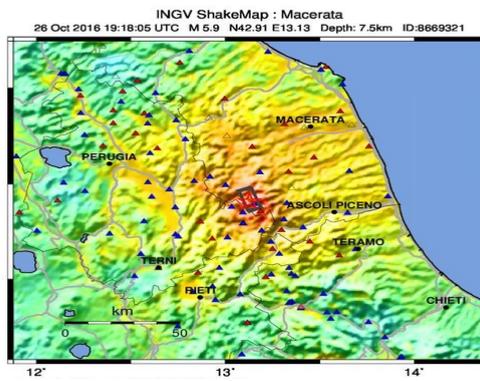
Dear Friends,

It was not easy to design an intervention in favor of the territories affected by the earthquake of the 24th of August. The task has become even more difficult after the shocks of the 26th and above all of the 30th of October, which significantly extended the territories involved, moving them over the north especially in the provinces of Perugia and Macerata.



24 Aug 2016
ore 3,36 mag. **6,0** epicentro
Accumoli
ore 4,33 mag. **5,4** epicentro
Norcia

Amatrice (RI)
Accumoli (RI)
Arquata del Tronto (AP)
Norcia (PG)



26 Oct 2016
ore 19,10 mag. **5,4** epicentro
Castelsantangelo s. N.
ore 21,18 mag. **5,9** epicentro **Ussita**

Castelsantangelo sul Nera (MC)
Visso (MC)
Ussita (MC)
Preci (PG)



30 Oct 2016
ore 7,40 mag. **6,5** epicentro
Norcia

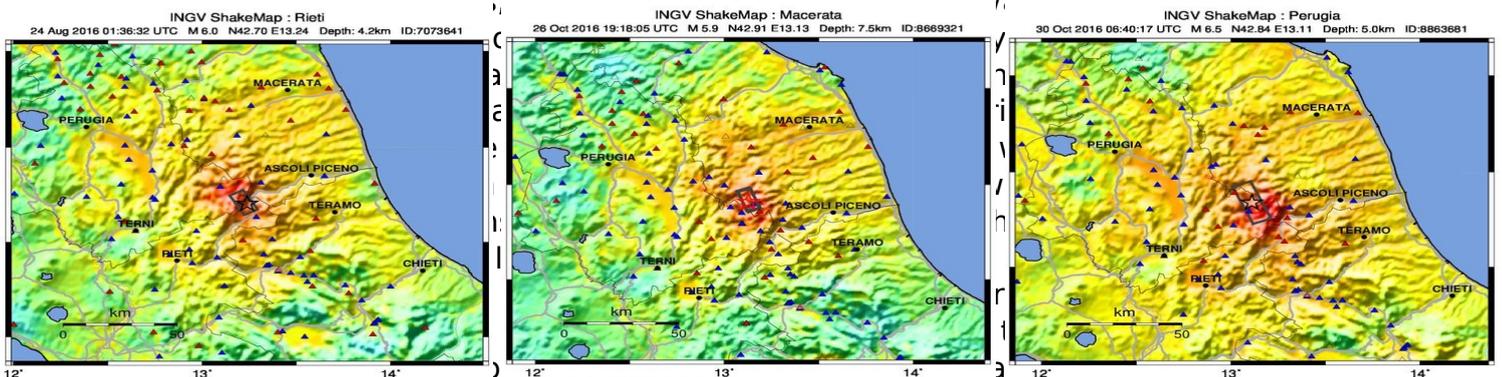
Norcia (PG)
Castelluccio di Norcia (PG)
Camerino (MC)
Castelsantangelo sul Nera (MC)
Visso (MC)
Ussita (MC)
Preci (PG)

For this reason the description of the intervention cannot be concise or approximate, so get comfortably seated, you had to fully read the following description in all its parts, to understand the motives and philosophy of the project. It is first necessary to express some basic considerations. Our association cannot and will not ever, in cases like these, resolve all the problems of the territory: financial resources are limited both in absolute and in related terms, not only of course compared to public resources but also in relation of how much a lot of private associations can guarantee. Therefore it is necessary to make the best use of our resources, through an innovative planning, that can seize the maximum benefit to that territory, but also through a concentration of those resources in few most significant and representative macro-activities.

Compared to the initial prevision, which considered a single place of intervention, the significant extension of the affected areas led us to evaluate the need to realize the activities on more territories. Their implementation will proceed together with the gradual and proportional economic involvement reached.

To identify the type of intervention, we have to consider that all the works of reconstruction of the existing asset will be funded by public resources. This consideration is possible on the basis of the received assurances, and on the recent experiences (L'Aquila, Emilia Romagna etc.) and of the special laws recently approved. This applies to both public and private housing, as well as to the historical /artistic heritage (like the work done on the ceiling of Upper Basilica in Assisi faithfully reconstructed from 300,000 fragments, for a cost of 37 million euro). Instead the funding will not cover achievements, which will result from private initiatives, and it is here that our help will take place. The choice has to be targeted together with the design of the structures, in order to avoid that after the reconstruction and the emergence, buildings would become unnecessary and costly to manage.

Therefore we decide not to intervene in the reconstruction or renovation of public



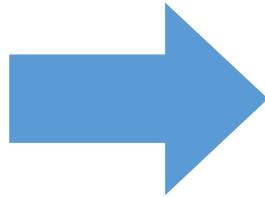
24 homes rebuilt with public funds and used public facilities). Largest towns instead, which have a strong identity and visibility, will surely regain their splendour after a process several years. Accumuli (MC) Ussita (MC) Norcia (PG) Castelsantangelo s. N. (MC) Castelsantangelo sul Nera (MC) Camerino (MC) Castelsantangelo sul Nera (MC) Argenta del Tronto (AP) Visso (MC) and paying particular attention to youth communities in the territory. So we want to Norcia (PG) Ussita (MC) Preci (PG)



take action on the economy of the territories, particularly helping the existing economy (but with an eye to new initiatives) and specifically addressing our attention to young residents. The territory of smaller towns has never been dependent on industry, the economy is based little on tourism and more on small-scale agriculture, forestry, breeding and artisanal transformation. To revive the local economy is therefore necessary to work on all fronts, trying to get small results from of these sectors.

Support and relaunch of the economy

Opportunities for youngs



Typical products

Agriculture
Stock farms



Handcraft

Tourism

Historical sites
Culture and traditions Religion
Parks and nature

New economy

Computer science
Communication
Design
Advanced services



The intervention is composed of several parts:



- **Creation of new youth work in active**
- **Promotion and strengthening of agricultural activities**
- **Promotion and strengthening of activities related to tourism**

For the creation of new youth job opportunities we foresee the following activities:

Construction of a multipurpose building as a social group center for neighboring communities, service center for the activities described below, representing the new headquarters of economic activities. This building will be built in 2-3 different areas, which belong to municipalities, and they will be donated by the authorities themselves, which will stipulate conventions, in possibly highly visible places (to be identified yet). The building will be modular, of dimensions of approximately 200-300mq, done in a mixed structure, largely prefabricated (to speed up the construction), with good build quality. Obviously, the structure will be fully earthquake resistant. The modularity allows to start the construction with a smaller total area that later could increase, depending on the available economic resources, both in the first year and in the following ones. The sequence in the different territories involved will be progressive, depending on the gradually acquired resources.

Construction of infrastructure to connect to the broadband network through satellite connection. This part is crucial for all service activities and the others described below that are going to be created, these will require an effective internet connection.

Indeed these are called "**digital highways**", which are modern infrastructures required to carry out any current economic activity, but also which are necessary to manage efficiently traditional economic activities, such as trade management of electronic of local product.

Draw up an agreement with the Banking Institute of the territory, for the granting of the necessary initial credit for the purchase of instrumental equipment, assured by the Guarantee Fund set for this purpose by the District, therefore without the guarantee request for young new entrepreneurs.

Bank credit will be paid both to new formed companies and to the existing ones, which will become part of the regional marketing program and of the strengthening of corporate culture (until exhaustion availability).

Tutoring services, consisting in useful counseling for the early stages of the activity of the newly established companies, as well as the existing economic activities which need to implement a more effective organization. A tutor will be assigned to each company. He is likely going to be an entrepreneur belonging to Rotary. This action of the project will include all those accompanying activities which are normally



considered by the entrepreneur, such as tax and commercial advice, legal assistance, notarial, technical assistance for the implementation of production processes.

Associations Virgilio manage the activities in the involved districts. These organize the service using Rotary volunteers, and professionals of their respective disciplines. In practice, whoever wants to start a new service activity (eg in the fields information technology, design, communications, etc.), he will really have everything needed to start, from the company's founding onward (including credit).

For the **promotion and empowerment of agricultural firms**, as well as for **tourist activities**, we foresee the following actions: implementation of local marketing activities through the creation of an institutional website with direct e-commerce. Specific marketing activities, starting with the creation of a joint common brand; the marketing will be set on the message of solidarity, its success will be favored by a professional approach (sector professionals will be involved).

In support of the already described activities, two first initial entrepreneurial activities will be set. These will be allocated to local youths, through specific calls. These startup will benefit automatically by the facilities described above (use of office, credit, tutoring).

In addition, to support and promote **the empowerment of agricultural activities** as far as that of **tourist ones**, we envisage the activation of a **growth entrepreneurial process**, in order to bring small local companies, despite artisan firms, to efficiently operate and to act in compliance with all applicable laws. Currently the majority of small agricultural firms has no VAT and it is not registered in the Book of the Companies (Source: Confindustria Young Ascoli Piceno). Therefore it is unable to observe the industry regulations (HCCP and other) and thus its development is currently very limited. This activity will be carried out in collaboration with trade associations of the area, by professionals Rotarian volunteers participating in the Virgilio project of District 2090.

The strength of the initiative is its extreme democracy: many companies could participate (all those who request it), for free while contributing to a significant improvement of entrepreneurial culture and of the present artisan organization. The goal is to return to the territory an improved structure of healthy small businesses compared to the situation before the earthquake.

To sum up all these activities together will give a contribution to the economy of affected areas, in particular targeting smaller communities and young people. We believe that there will be an immense direct and indirect benefit because the greater effect will be the one of restoring confidence to the young people. These represent the only future for the affected areas. The project could appear too ambitious, but even decomposing it, these activities are all achievable. Project management skills are rooted in our club and the foreseen costs are compatible with the expected contributions, in particular for the possibility to modulate the intervention over time.

Now we need your help!

Rotary



[Digitare il testo]



Distretto 2090

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Please specify in the payment the name of the donor, either individual or organisation/association

We therefore count in the economic and operational support of all of you: the success of the project will demonstrate again the effectiveness and efficiency of Rotary, but above all it will show that Rotary works with intelligence and courage. It will bring lasting benefits in time and great visibility to our association.

Paolo Raschiatore

Rotary District 2090 Governor 2016-2017