

APPLICATION FOR THE TITLE OF THE EUROPEAN CAPITAL OF CULTURE 2019

Application form completed by the
"City-spread Vallo di Diano and Cilento with the Region of Campania and Southern Italy"
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I. Fundamental Principles:

1. Why the city would like to participate in the competition for the title of European Capital of Culture?

What is the biggest challenge in this title entail? What are the objectives of the city to the year 2019?

1. Answers:

To take an opportunity that certainly offers the possibility of convey irreversibly its development in the best European and International Culture, in Excellence and in Quality, in all fields possibly be found and connected.

For the City, the challenge is to be able to give full force and voice to all those human and material capacity, who yearn to play a full and open acceptance in a United Europe that knows how to look and always with great interest, for each manifestation of man, even beyond its borders, as well as within itself, where nothing should ever be given to statically acquired or granted.

The goal for the City, will be to be able to offer, already indelibly practicable, to the role of perennial reference for anyone who aspires to images and their free and full realization of encounter and exchange with the other that enriches humanly and culturally .

2. What is the concept behind the project that would be realized if the city was named European Capital of Culture?

2. Answer:

The concept that will be developed will cover the show and highlight how cultures, even in the remotest history, due to the peculiarities of the place so rich in testimonies, they have always been the same, the result of continuous changes they see man as actor and protagonist of meetings and exchanges that have enriched beyond the differences and the original distances. Highlight, like any city has been a cultural clot in close relationship with its suburbs, and the importance of exchanges of culture and ideas, goods and services, with communication networks by weaving, plow and keep alive: from the past, current and projected into the future.

3. The proposed Project could be summed up in a slogan?

(the answer to this question is optional at the pre-selection stage)

3. Answer:

Culture is the key that opens all doors, all boundaries. (slogan provisional)

4. Qual è il territorio che la città intende coinvolgere nella manifestazione Capitale Europea della Cultura? Dare una spiegazione per questa scelta.

4. Answer:

First, of course, that of the whole "Città-diffusa Vallo di Diano", at least as imagined and designed years ago by architect Paolo Portoghesi, and Cilento, the whole of the UNESCO World Heritage Site "National Park of Cilento and Vallo di Diano with the Certosa di Padula and archaeological sites of Paestum and Velia "including the area of Respect (Buffer Zone),

just as a primary reference, also because it is situated on the major arterial roads of all kinds. Of course, it will involve both the both the Campania Region in which the City is administratively falls throughout the ancient Lucania who still lives in close synergy economic, social and cultural development. In addition, of course firmly extend and fully involve all the regions and cities of the Italian south, which were, for example, is already the ancient meeting place of cultural excellence at the time of Ancient Greece that the days of 'Roman Empire of the East and West. The latter, they saw their boundaries move the entire Southern Italic, alternatively, continuously, and culture, feeding even then, in a fruitful meeting and contamination, ie between the two gravitational rich and administrative entity, then formed. In other words, most today for southern cities, will be much more difficult to think that they themselves, do not ask and do not feel their populations, however, to be involved and participants. We for sure will give maximum space and prominence in charge, to any territory and cities that you consent availability.

5. You declare whether you have the support of local political authorities and / or regional.

5. Answer:

Yes, you have the support of both the local (municipalities and mountain communities) provincial and regional. One of the territories and cities to be involved, will not miss, because, among other things, many are already prepared some autonomous applications, and if appropriate to this contract, given our central position and on the main axes of communication, for sure do not want to miss the full engagement in coordination and visibility.

6. How it fits in the event of long-term cultural development of the city and, where case, the region?

6. Answer:

The development of the Vallo di Diano and all areas and surrounding regions, both for national and regional laws and international agreements, can only be of a type that favors Cultural economy and quality tourism. An area which is affected by primary and rotate, three National Parks; sites declared by UNESCO World Heritage material and intangible heritage of humanity as the "Cultural Landscape"; countless archaeological sites and caving of primary importance; restricted areas in accordance with European "Habitats Directive"; several regional Parks and Reserves; many cultural constraints and landscape architectural, archival, historical, artistic and ethno-anthropological, regional and national "World Biosphere Reserve"; component of international networks such as IUCN and Geoparks, etc.. In practice, perhaps the most cultural ties with the territory in Italy and the world. Also, what at first glance may seem a disadvantage, in the absence of a university site, it is rather an advantage, especially for the purposes of candidacy for European Capital of Culture, as our thousands of young people, as well as access to many the oldest university in the world that is to Salerno and then flows to that of power, however, having to live away from home, many choose and are scattered in all Italian universities and beyond. Thus, our appointment as European Capital of Culture, will have undergone certain ambassadors in many universities and academies of Italy and beyond. The large number of new and old then emigrated abroad, it will be the further megaphone: just think that a municipality of the City, years ago, won the first page of "Il Sole 24 Ore" which the Italian community who had moved to 'abroad more than any other.

7. To what extent is expected to establish contacts with the other city will be the European Capital European City of Culture in Bulgaria?

In the event that the city will achieve the title, is expected to cooperate with the other candidate cities have passed the pre-selection?

(the answer to this question is optional at the pre-selection phase)

7. Succinct answer:

The concept expressed in the second answer can only prompt us to seek the ultimate in collaboration with the city chosen since it is also the same in Bulgaria Bulgaria a country border of the current borders of the European Union, like Italy, and also in the same sinking role in the history of European borders, and in the current possibilities of increase in trade and cultural exchanges to the South and Southeast. Co-operation with all other Italian cities as they like, is and will be our first thought to better develop cultural development we want.

8. Explain how the event may meet the criteria outlined below. Answer the face explicit reference to each of the criteria.

(this answer will have to be deepened in the final selection stage)

As for the "European Dimension", it explains how the city intends to pursue following objectives:

- a) promote cooperation between cultural operators, artists and cities of Italy and other Member States, in any cultural sector;
- b) highlight the richness of cultural diversity in Europe;
- c) highlight the common aspects of European cultures. How the event could help to strengthen ties with the rest of the city in Europe?

8. Succinct answer:

a), b), c): culture by definition has no boundaries or property, this is the challenge and the opportunity to reaffirm and implement it with the utmost openness and availability: even the physical spaces and infrastructure, certainly not lacking in a widespread as is that of the City Vallo di Diano, the Cilento and the entire UNESCO site to which it belongs, including the area of Respect (Buffer Zone) which extends from Eboli in Sapri, not the least of which was affected regions and cities that cooperate, with whom always, even to shipping routes and Roman land, is connected and interdependent. In addition, the event in the City-spread Vallo di Diano and Cilento, in its network of partnerships with all the cities, individuals and European territories we're going to try, as well as symbolically, will be able to finally break down those mental walls that through continuous waivers, still at least in part, from seeing that exists and we can enrich culture, to the south "over Eboli."

9. Explain how the event may meet the criteria outlined below. Answer the face explicit reference to each of the criteria.

(this answer will have to be deepened in the final selection stage)

As far as the "city and Citizens", he explains how the city ensures that the Project proposed for the event:

- Arouses the interest of the population at European level;
- Encourages the participation of artists, operators of the socio-cultural world and its inhabitants of the city, its surroundings and the territory involved in the Project;
- Be sustainable and an integral part of the cultural and social development in the long term of the city.

9. Partial answer:

Stated and reiterated that the City-spread Vallo di Diano and Cilento, the entire UNESCO World Heritage Site UNESCO as a Cultural Landscape, can only seek and welcome the interest of the entire population as well as world and European culture and its components more focused and dynamic, it can implement more thanks to this occasion that the entire resident population certainly will not want to miss, to trigger a regime that development prince to whom it is addressed by the numerous restrictions and that fully coincide with the intent and purposes of nominations for European Capital of Culture.

10. How the city intends to work or establish synergies with cultural activities promoted the European Institutions?

10. Answer:

Either directly with the European Institutions and through the Regions and the Region of Campania in the first place; creating integrations, synergies and cooperation with all other entities Italian and European, public and private, that are to be created or already involved with the European Institutions.

11. Some parts of the proposed Project are aimed at specific groups (eg. Youth, minorities, etc..)? Indicate those items.

11. Answer:

Target specific groups and / or minorities who are, means being able to understand and give space to those feelings, needs and aspirations in a sharing and opportunity for discussion, know and can more easily manifest, to (re) elaborated and more adequately communicate and / or integrate with the rest of the community. All possible groups will be encouraged and assisted to participate in events both within the wider specifications both in attendance, with maximum visibility.

12. Indicate the contacts the city or the body responsible for preparing the event has started or plan to start with:

- Cultural workers of the city;
- Cultural operators located outside the city;
- Cultural operators located outside of Italy.

You mention some of those with whom you plan to implement a cooperation and indicate the collaborations planned.

(the answer to this question is optional at the pre-selection stage)

13. In what the project is expected to be innovative?

13. Answer:

The project is innovative for the program hinged on complete openness to all contingencies and contributions, view already has its primary location in wide-spread Town, with ample space available. The Urban Sprawl, multicenter, being by definition devoid of self-celebrating parochialism, its integration in a place of scenic beauty and cultural as well as environmental, also composed of UNESCO World Heritage Sites, Regional and National Parks, World Biosphere Reserve, etc., Culturally and territorial taut in the Mediterranean, will only give body to a melting pot of all unpublished.

14. If the city was named the European Capital of Culture, which would be the effects of medium and long-term of this event from a social point of view, cultural and architectural heritage? The municipal authorities think they make a public statement of intent, with regard to the period following the year of the event?

14. Answer:

The only City widespread, its population is spread primarily on the only motorway axis that connects Milan to Palermo for over 60 kilometers (likewise is displaced and crossed by two important state roads 18 and 19), and for 2019 it will certainly served by high-speed train to the railway station of Battipaglia which directly borders the area of Compliance with the UNESCO World Heritage Site. Currently, in any case, only a few tens of kilometers, the high-speed train arrives to Salerno. Furthermore, the area of the City Widespread is crossed by the only railway line linking Milan to Reggio Calabria, on the European Corridor No. 1, Berlin-Palermo. As just pointed out, is easy to understand what can trigger virtuous have the Event

is the primary on the same area, but also on the whole South Italian. The municipal and regional authorities, mainly in the areas covered by European Objective 1 are ready to make a public statement of institutional commitment to continue on the path laid out, also using European funds already allocated and expendable for the primary and side effects in this latter type of Event . The nomination as European Capital of Culture, will at least also been designated funding regional / national level for the reactivation of iron (now with bus replacement) is the national railway "Sicignano degli Alburni-Lagonegro", never divested as a route served, and still bound well as cultural and landscape, pursuant to the Code of Cultural Heritage and Landscape, which runs through the entire length of the City-spread. In summary, the appointment would give that title to claim the attention that it is due and the go-ahead to the cultural and economic development of quality to which we work.

15. How was conceived and prepared this application?

15. Answer:

The idea of the application comes from a group of people, mostly now just fifty years old, who has spent much of his life is to grow personally from the perspective of cultural and professional always looking for excellence and internationalization, is to seek and take all the opportunities that would open to the culture more open and fruitful, especially the southern territory of Italy. Of course, the preparation of the application has benefited and will benefit in the first place, not only of those who live permanently on site, but of all those who have emigrated to offers opportunities for excellence or at least better elsewhere, and have always maintained a close relationship, for analysis and site visits in the last thirty years or more. For example, the art critic Achille Bonito Oliva was born here, and among other things, an exhibition at the Certosa di Padula is still in force, and will be with certainty among the curators of events within the Project, and judge Rosario Priore, who was born here, it is always on site to make its contribution in conferences and themed events that have the rule of law and international justice. A truly priceless heritage which will be integrated to the maximum with all personalities and experts who have arrived and are arriving, to give their contribution is in the planning stage of the nomination, that of the realization of the same.

II. Structure of the Programme of the event:

1. What is the structure of the project, which the city plans to do in the event that is named European Capital of Culture (guidelines, plot focus of the event)? which duration will have the program?

(this answer will have to be deepened in the final selection stage)

1. Partial answer:

The Project will present himself as an "Appointment" of high cultural value, historical and for those living in the European Union and beyond. The plot will be given the same role that MEETING of over two thousand years, the South of Italy has for condition between the North and the South of the world, between the West and the East. Given the role that natural meeting, however, will also be up in the coming years in such places, the program will already be conceived without the occurrence with a final stage, and it will be like having arrived on a hill of knowledge, which he immediately opens another horizons, to go.

The program will have a duration of eight years, from 2015 to 2022.

2. What are the main events that will mark the year 2019?

We provide the following information for each of them:

- Description of the event
- Date and place
- Project partners
- financing

(the answer to this question is optional at the pre-selection stage)

3. As the city intends to choose the projects / events that will make up the Programme of 2019?

(the answer to this question is optional at the pre-selection stage)

3. Succinct answer:

Given the large spaces and structures already available in addition to the other to be prepared easily, and that would complement the present and future, offer tourist accommodation of the territory, with certain potential for growth in quality and quantity, the criterion Prince of choice will be of do not have to exclude anyone or anything. In this regard, the inevitable concerns about the costs to support these ambitions, it should be immediately clear that in addition to the Cilento and Vallo di Diano, all of Southern Italian is "rich" of people more or less young, with high cultural preparation, precariously employed or inadequately, partially or even not employed, and therefore, all willing and able to grasp spontaneously and without charge where appropriate, the opportunity to make a contribution, also trying their chance next to that of the territory. Let's not forget that the region of Campania is the most populous and the richest in terms of absolute scale regional, and immediately, you can also tap into the substantial EU structural funds of the EU program 2007 - 2013 for the Convergence objective areas in former Objective 1. Moreover, since the City is located in the southernmost part of the Campania Region, certainly will not want to miss the maximum support since almost all participants who will be the other EU member states, will be almost forced to cross it and then there will be to visit it all, and many, invariably pass by city renowned as Caserta, Naples, Pompeii, Benevento, Amalfi, Salerno, etc. ..

III. Organisation and financing of the event:

I. organizational Structure

1.1. What kind of structure (1) that will be responsible for the organization and implementation of the

Project? What will be its relations with the authorities of the city?

(this answer will have to be deepened in the final selection stages, in Particular attaching the statute of the organization, the organization, the curricula vitae of the principal referents, claims regarding its financial capacity and management, as well as a graph of its structure, accompanied by information regarding the respective responsibilities of different levels)

- (1) The structure will be the one that will interface with the European Commission, in particular during the monitoring phase, if the city was named the European Capital of Culture

1.1. Partial answer:

The structure in charge will surely be established with legal personality completely independently and without interference or conflict of interest, even in the election of Directors. It will certainly be complex, but characterized by a strong and authoritative governance that completely eschews any temptation dirigiste about programming in the conduct and content of artistic and cultural meetings, which will be left all the space and time as possible, to express at best and self-determination in the choices to just be there. The governance will ensure the development of the first program offered in the individual events, the maximum media exposure and the opportunity for the fullest participation of all concerned, not least, the performance in total safety. Relations with the authorities will be full cooperation but in complete autonomy of roles and management of the assigned spaces.

1.2. If the surrounding area was involved in the event, as will be organized coordination between local and regional authorities?

1.2. Answer:

Since there will be only one site dedicated to the event, it will be necessary that the Government of Urban Sprawl, confers by mutual agreement, the duties of the public official responsible for in-chief of the structure responsible for the programming. Coordination will be composed of two phases clearly separated although necessarily interconnected with pre-established proxies for contingent and exceptional. We will be the first phase of Programming Ultimately, the determination of roles and resources to be allocated, with its precise identification of the figures for implementation, and decision makers. A second phase of implementation which will in charge of responsible precise figures, such as those of the structure in charge of the program, supported by institutional ones, making public functions and / or public interest, if the role requires it, you will still need to complete the program established, subject to all the possible additions and modifications, which in any case to their responsibilities, do not block or slow down what has already been programmed and not revoked.

1.3. What are the criteria and conditions under which it was / will choose the manager / director artistic / to the event? What is or what is your profile? When you take office? Which will be its scope?

(this answer will have to be deepened in the final selection stage)

1.3. Answer:

At the moment, it is still geared towards not having to commit to the charisma of one person in charge of the media also characterize the event. It is more likely in wanting to entrust a single and explicitly, perhaps with two or three figures in vice-functions, the task Prince to coordinate a number of different figures for now unknown directives in specific artistic skills with rich curricula and safe . Obviously, you try to involve also the artistic directors and other managerial interessatesi City, and primarily as already palesatesi: Caserta, Amalfi, Matera, Brindisi, Lecce, Taranto, Palermo, Syracuse and Cagliari, and maybe of all those completely excluded by the two selections, so that their work and experience, do not go getting lost anyway, given the exceptional nature of the event, and rarity for each European state. Temporarily, in addition to the role of representation, to coordinate the design, programming, communication, contacts, project management and artistic direction of the event, and assommato is played by the Chairman of the "Committee promoter and organizer for the candidacy of the City -spread Cilento and Vallo di Diano with the Campania Region and the South of Italy, European Capital of Culture 2019 ", Giacinto Curcio, which among other things, to involve the authorities, is already working closely with:

the Regional Councillor of Campania, former mayor and currently advisor to the majority of concerned town hall, Donato Pica;

the Provincial Councillor of Salerno, and currently mayor of municipality concerned, Rocco Giuliano;

the President of the "Comunità Montana Vallo di Diano", and currently mayor of municipality concerned, Raffaele Accetta;

and other personalities of both the national political and administrative structure of the territories involved and may be involved, both the art world and financially.

2. Financing of the event:

2.1. What was the annual budget that the city has for the culture of the past 5 years (excluding expenses incurred for this application ECoC)? Please fill in the table below.

year	Annual budget of the city allocated to culture (in €)	Annual budget of the city allocated to culture (in % Of the annual budget the city's overall)
-4 2009		0,6
-3 2010		0,6
-2 2011		0,7
-1 2012		0,7
current year 2013		0,7

2.2. Please fill in the following tables with the information regarding the overall budget for the European Capital of Culture project (ie specify the amount of funds allocated to project).

Total expenses budgeted (in €)	operating Expenses (in euro)	operating Expenses (in%)	Capital expenditure (in euro)	Capital expenditure (in%)
200.000.000	140.000.000	70 %	60.000.000	30 %

[If the city is planning to make use of funds coming from the usual annual budget for culture in order to co-finance the project ECoC, please indicate the amount (in €) that will be taken from the usual annual budget for culture, from the year of submission of the application (2013) until the year ECoC included (2019)].

total receipts reported in budget (in EUR)	of which: Revenue from public sector (in euro)	of which: Revenue from public sector (in%)	of which: Revenue from the private sector (in €)	of which: Revenue from the private sector (in %)
200.000.000	75	37,5	125	62,5

revenue by the public sector	in EUR	in %	Specify: amount planned, guaranteed.
national Government	8	4	Planned
City	32	16	Guaranteed
Region	35	17,5	Planned
UE	The EU contribution is to define and if co-financing		
other	125	62,5	Planned

2.3. Please fill in the following tables, in order to illustrate the operating budget for the Project ECoC.

a) Total operating expenses:

charges operated (in €)	charges for Project (in EUR)	charges for Project (in%)	promotion and marketing (in euro)	promotion and marketing (in%)	Wages, general expenses, administration (in EUR)	Wages, general expenses, administration (in%)	other (SPECIFY) unexpected
140.000.000	70.000.000	50	25.200.000	18	42.000.000	30	2.800.000

b) Schedule to perform operational expenses:

Calendar of expenses	charges for Project (in EUR)	charges for Project (in%)	promotion and marketing (in euro)	promotion and marketing (in%)	Wages, general expenses, administration (in EUR)	Wages, general expenses, administration (in%)	other (please specify)
year -5* 2014	700.000	1	504.000	2	1.680.000	4	
year -4* 2015	1.400.000	2	2.520.000	10	2.520.000	6	
year -3* 2016	2.100.000	3	2.016.000	8	2.940.000	7	
year -2* 2017	7.000.000	10	2.520.000	10	3.360.000	8	
year -1* 2018	14.000.000	20	3.528.000	14	7.560.000	18	
year ECoC* 2019	32.2000.000	46	7.560.000	30	12.600.000	30	
year +1* 2020	7.000.000	10	3.024.000	12	5.460.000	13	
year +2* 2021	2.800.000	4	1.512.000	6	2.520.000	6	
year +3* 2022	2.800.000	4	2.016.000	8	3.360.000	8	

2.4. Total expenditure on capital account:

Capital Expenditures, directly managed by the City. (in Euro)	Financing of new infrastructure of a cultural or improvement of existing structures (including museums, galleries, theaters, cinemas, concert halls, art centers, etc.). (in EUR)	Urban redevelopment (renovation of squares, gardens, roads, development of public spaces, etc.). (in euro)	infrastructure (investments in subway, railway stations, shipyards, roads, airports, etc.). (in €)
60.000.000	45.000.000	15.000.000	

If deemed appropriate, please include here a table that specifies the amounts that will be capital expenditure and the nature of such expenditure for each year of the period between submission of the application (2013) and the year ECoC (2019).

<p>Total expenditure additional capital managed by the Campania Region and the Province of Salerno, with the approval of the City Titled, works for the most part already designed or programmed, and accelerate the process with appropriate and possible amendment. (breakdown Approximate) (in Euro)</p>	<p>Financing of new infrastructure of a cultural or improvement of existing structures (including museums, galleries, theaters, cinemas, concert halls, art centers, etc.). (in EURO)</p>	<p>Urban redevelopment (renovation of squares, gardens, roads, development of public spaces, etc.). (in euro)</p>	<p>infrastructure (investments in subway, railway stations, shipyards, roads, airports, etc.). (in €)</p>
<p>1.600.000.000</p>	<p>350.000.000</p>	<p>150.000.000</p>	<p>1.100.000.000</p>

2.5. The funding public (city, region, country) have made a formal commitment to match funding? In the event of a negative answer, when they do?

2.5. Answer:

The formal commitment has not yet been hired. The commitment will be taken in due time to the final selection.

2.6. What plan has been prepared to ensure the participation of event sponsors?

2.6. Answer:

The plan is to have no plans! With a local, regional, national, European and ever-changing world, we are ready to promote and implement critically, all instances of the interested parties (and interest), which will have the ability to communicate with the City and the ultimate goals of the event.

2.7. If the candidate city to be named European Capital of Culture, according to which calendar the city and / or body responsible for the preparation and implementation of the Project ECoC receive the funds provided? Please fill in the tables below.

(The answer to this question is optional in pre-selection)

We will respond as soon as possible to this question (2.7.)

2.8. What proportion of the usual total annual budget of the city intends to spend money on culture after the end of the year ECoC (2019) (in EUR and in% of total annual budget)?

2.8. Answer:

For the years after 2019, the City intends to spend money on culture for about 4% of its total annual budget. The numerical determination of the amount in Euros to spend on it is impossible to determine it as it provides a strong impetus to the city's economy and of the territories concerned, thanks to the event to be carried out and the related capital investments. In other words, the areas concerned are definitely "underutilized" from every point of view, and especially in the field of tourism of quality, with numbers that can be also typically mass if they marry with visions such as those suggested by the appointment as European Capital of Culture .

IV. The city's infrastructure

1. What is the condition of the city in terms of accessibility (transport regional, national and International)?
2. What is the absorption capacity of the city in terms of tourism accommodation?
3. What projects relating to urban and tourist infrastructure, including interventions restructuring, is expected to achieve from today until 2019?

(the answer to this question is optional at the pre-selection stage)

We reserve the right to respond as soon as possible and completely to this question. In any case, the answer to this question is already contained in a small way and implicitly, in the other answers. The absorption capacity in tourist accommodation is already huge and definitely a multiplier for the huge availability of rooms and entire buildings empty, often already in use or with minimal fees, a lot of those can be completed in one year's time. For urban infrastructure and tourism, we will be prompt and thorough in response to real, as soon as possible.

V. Communication strategy

1. Communication strategy which the city intends to implement regarding the event European Capital of Culture?

(Answer this must be deepened in the final selection stage, in particular for Regarding the media strategy and the mobilization of the public and of the inhabitants. in the final selection stage will be asked to indicate in particular the partnership envisaged or organized with the press and the audiovisual sector in order to ensure to the event media coverage)

1. Succinct answer:

Since our aim is to bring and involve as many people as possible, trying to affect anyone in any corner of Europe and beyond, not stopping at mere representations of certain local or traditional, with the intent prince to grow the culture of acceptance among the local, our communication strategy will be paramount and the total from all points of view in order to arrive immediately to involve everyone: all time cultural, social and economic. Talking from the beginning: 1) the availability to accommodate all, consistent with our means and spaces that provide sufficient, and 2) that any obstacles and problems of all kinds, has already taken steps to remove or ready to do so; 3) that any concerns and contingencies, for visitors and exhibitors, using all means of communication that current technology makes available, can be overcome by interacting with our office reception.

2. How the city intends to give visibility to the European Union, which gives the title of Capital European City of Culture?

2. Answer:

The visibility will be total because it does not anteporremo any form of mere parochialism and localism, which would be the opposite to what you are looking for and pursue.

VI. Evaluation and monitoring of the event

The city is planning to establish a specific system of monitoring and evaluation as concerns:

- The impact of the project and its long-term effects?
- Financial management?

Answer:

Certainly! Our intent is to continue in the footsteps in the years that followed, continuing to enrich cultural and miglioraci offer, in its quality and diversification. Thus, since the early actions have a specific system for monitoring and evaluating the impact of the project and its specific effects, can only enhance our ability to adjust the actions of our interventions in a timely manner, to draw conclusions and final evaluations in an articulate and comprehensive, designed to be able to continue in the best way possible. In this way you will be able to give others the opportunity to understand and evaluate the most of our experiences, achievements and to be expected. The errors are not repeated. The careful and prudent financial management, in a secure management control that is able and ready to intervene when necessary to avoid losing opportunities, time, enthusiasm and resources, it is essential to implement our intent.

VII. More information

1. What are the strong points of the candidacy of the city and the parameters which would justify its success as European Capital of Culture? What are the weaknesses?
2. The city plans to develop particular cultural projects in the coming years, regardless of the outcome of his application for the title of European Capital of Culture?
3. Add the following further comment is deemed necessary in order to support the candidacy.

Answers:

1.) The strong points are:

- 1) **Its uniqueness as "urban sprawl" but characterized by a natural polycentricity, interconnected since time immemorial and already rafforzatasi enormously in the last fifty years. A natural polycentricity which could also be emblematic for the same condition present European Union. The role of the entity "Urban Sprawl", which we're going to consolidate with the event, made all the necessary distinctions and with a little 'fantasy, it has already been and will be, the bigger role that has been envisioned for the 'European Union and the previous political and administrative entities.**

- 2) The safety planning to create appointments of high cultural value, calling the sensitivity and intelligence more prudent in every field and from every side they come in this era totally globalizing.
- 3) No desire to want to put at the center of our efforts, those events already carried out on site, often of mere nature localist and folk.
- 4) The position of the City that still is strategically forced by the geographical point of view, for communications in the Italian south.
- 5) What the City is part of a large, populous and important administrative region of Italy, which is that of Campania, with its districts and the capital city already rich in culture and lives, just citing the nearby Salerno and Naples.
- 6) That same "Urban Sprawl", directly borders the Region of Basilicata and the Tyrrhenian Sea, and in fact, for brevity and exchanges, even with the Region of Calabria and Puglia Region.
- 7) That the identification of the same territorial Urban Sprawl and territory primary concerned, it is already given by the work done by UNESCO has recognized the immanence of culture and landscape, combined with that of the place of identification and conservation of the Mediterranean Diet as Heritage intangible Heritage of Humanity. The relative map of inscription in the UNESCO list as a World Heritage Site is attached below.

The only weak point, this really is the fall fully in the European Union Objective 1, which highlights his current position spaced from the current centers of major European economic development. But, it is precisely for this reason that the opportunity to be at the center of the attentions European Capital of Culture which, must be guaranteed and must necessarily be fully grasped by all and by all institutions responsible.

2.) The City, as already mentioned above, as predestined see the need to continue on the same road that his appointment as European Capital of Culture, will mark; considering it as the only real opportunity to invest in, even for the economy and future , in step with civilization.

3.) If the Italian government and the European Union will want to believe also, to our desire and effort, we believe that in addition to the Italian Mezzogiorno, Italy and throughout the whole of Europe, by standing close together, they will seize great and evident fruits. Because it will be a model available and easily accessible throughout the South, which will be able to see it, participate in it, study it and apply it in any other part and corners, which are the optimum areas to decree good result. We believe that even those savvy, ready and sensitive to those contributions that culture can make to quality of life, and the economy here a little 'limps, they could be ready to grasp immediately the hooks, synergies or even the immediate full transcript in the peculiarities of other areas, more or less similar.

The President of the promoter and organizer for the candidacy of the City-spread Vallo di Diano and Cilento with the Region of Campania and southern Italy, Giacinto Curcio from Polla (SA)

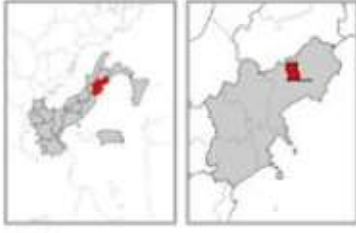
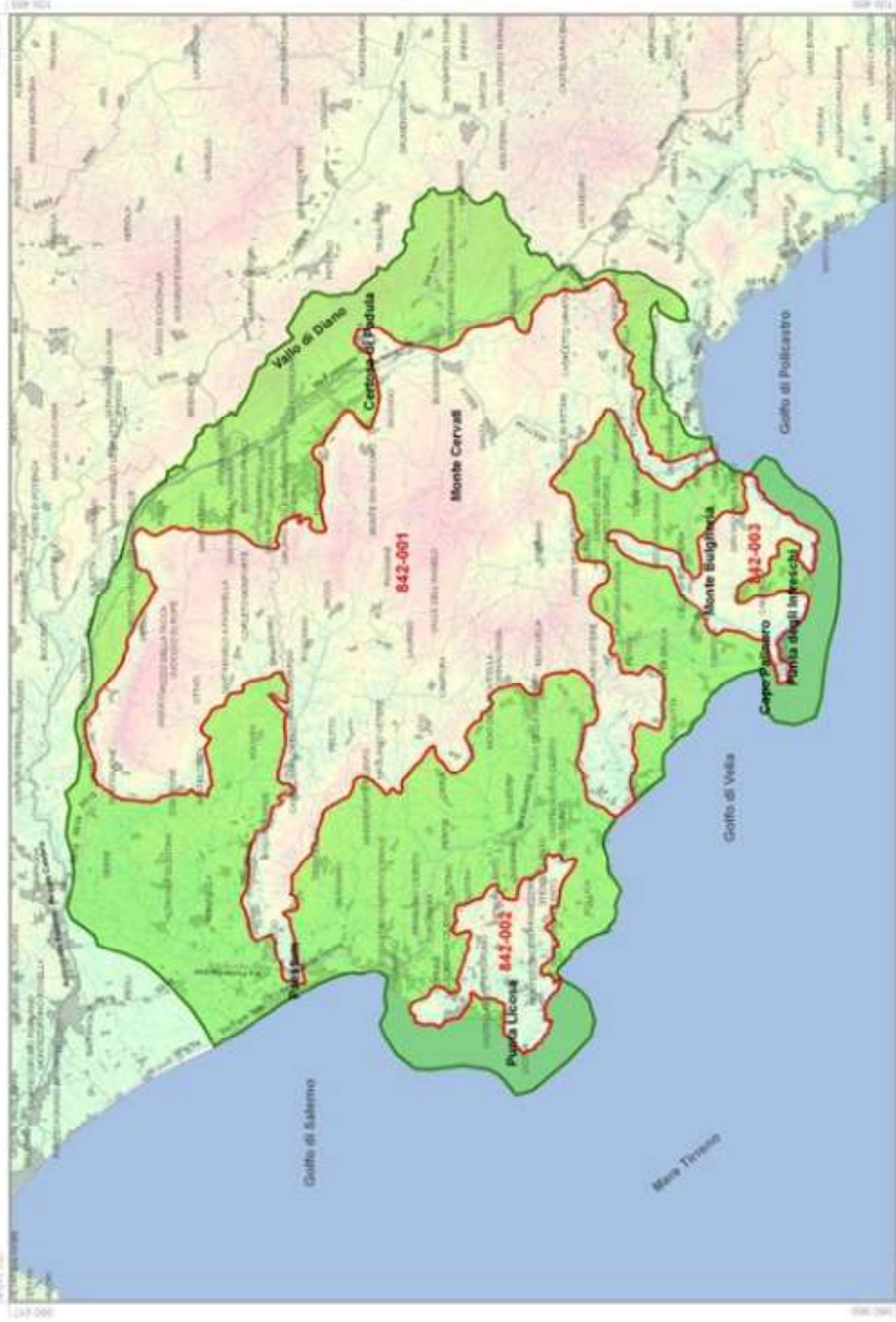
IT 842

SCALDA 1:50000
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Tavola n° 1 di 1
Table n° 1 of 1

Parco Nazionale del Cilento e del Vallo di Diano con i siti archeologici di Paestum e Velia e la Certosa di Padula

Cilento and Vallo di Diano National Park with the Archeological sites of Paestum and Velia, and the Certosa di Padula



Legenda / Legend

- Sito Patrimonio Mondiale (159 100.72 ha)
World Heritage Property (159 100.72 ha)
- Area di riserva (178 100.98 ha)
Buffer zone (178 100.98 ha)
- 842-001** Paestum, Velia, la Certosa di Padula, il Monte Cervati e il Vallo di Diano (1 371 ha)
Paestum, Velia, the Certosa of Padula, mount Cervati and the Vallo di Diano (1 371 ha)
- 842-002** Punta Licosa e la regione del Monte della Stella (111.29 ha)
Punta Licosa and the mount della Stella (111.29 ha)
- 842-003** Capo Policastro, Punta degli Infreschi e la regione del monte Buiglia (126.41 ha)
Capo Policastro, Punta degli Infreschi and the mount Buiglia region (126.41 ha)

Note Note
Categorie: vertenze: Cechi-Merito
Technical notes
Geobase: VECTRA 5.00

Scale: 1:50 000
0 2.5 5 10 15
Metri 2008
Miles 2008

APPLICATION FOR THE TITLE OF THE EUROPEAN CAPITAL OF CULTURE 2019

**Application form completed by the
"City-spread Vallo di Diano and Cilento with the Region of Campania and Southern Italy"**

Posted by Giacinto Curcio as Chairman of the "Committee promoter and organizer for the candidacy of the City-spread Vallo di Diano and Cilento with the Campania Region and the South of Italy, European Capital of Culture 2019"

Inviato da Giacinto Curcio quale Presidente del "Comitato Promotore e organizzatore per la candidatura della Città-diffusa Vallo di Diano e Cilento con la Regione Campania e il Mezzogiorno d'Italia, a Capitale Europea della Cultura 2019"

Polla, 19 settembre 2013

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