

# ITALY\_Profile of the territory of COSENZA PANEBIANCO

Presentation of local communities - resources, problems, needs, social and environmental profiles

SCUOLA IAD UNIVERSITÀ DI ROMA TOR VERGATA JAN 16, 2023 07:31AM UTC

## Demographic, social and economic profile of your territory

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ANONYMOUS JAN 28, 2023 05:02PM UTC

### Some information...

The Panebianco community was created within the Panebianco district, a neighbourhood of medium-large size (15,000 inhabitants) of the town of Cosenza. In fact, suburban districts sprang up alongside the bourgeois districts in Cosenza. The name derives from the very old bakery of which only a millstone once remained and became a monument.

Today, the background of Via Panebianco has totally changed: it is home to high buildings (our "skyscrapers"), the renowned Italiana Hotels (formerly Holiday Inn), amusement arcades, kebab shops and Chinese shops; yet it continues to remain a marginalised area of the city. Turning our noses up at the newly-built flats that clash with the context, it is natural to think that, given the area, they will remain empty (or could become a refuge for fugitives, as has already happened).

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### The Cosenza territory

Cosenza is the capital of a province of 63 561 inhabitants with 150 municipalities, located in Calabria (southern Italy).

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### The centrality of Via Panebianco

Via Panebianco (Panebianco Street) was born out of an agricultural context and then transformed into an urban suburban context.

The street used to be a thoroughfare between Cosenza and the whole province. Market under the causeway with many hawkers. This frontier road led to the establishment of a large hotel. The first department stores and shops were established on Via Panebianco because there was no space in the centre

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### Spatial issues

Centre/periphery issue. Urban transformations between centre and periphery.

It was home to people who chose to live there.

Popular/bourgeois appearance. It is an ungreen neighbourhood: absence of green spaces and the lifestyle is also ungreen

## Socio-cultural, environmental, historic, etc. features of your territory

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### When spatial issues meet the human dimension

Urban transformations have taken place based on the contradictions related to the juxtaposition "centre" and "periphery"

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### Urban contradictions



# **Social animation activities (civic participation) in your territory**

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## **Lack of meeting places and spaces**

Urban spaces for people to meet, stay, collaborate... are missing.

*Squares and other common spaces should be redeveloped*

– BERTONI1

*Lack of activities within existing places and spaces* – BERTONI1

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## **Young people are leaving (or have already left)**

Young people have left or want to leave because no motivation is offered to stay. Those who stay are usually - and unfortunately - unemployed

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## **Sense of belonging and sense of community**

A sense of community is perceived.  
Non-ghettoised neighbourhood

## **Main challenges to improve the quality of life of the residents**

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## **New role to attract people - to stay!**

Trying to make the neighbourhood no longer a transit area but to give it a role and the right protagonism

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## **Environmental problems: Waste management and abandonment**

Trash is abandoned on Via Panebianco. The street itself also seems to be a neglected place.

The problem is that we have to give dignity also to neighbourhoods that are not part of the city centre, such as Panebianco.

Since it is not central and not a front for the city, situations are allowed that would not be tolerated in other areas, such as the systematic abandonment and accumulation of waste.

Bringing the culture of beauty back to areas that are lived in purely by their inhabitants.

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## **Existing spaces**

Swimming pool  
Belly dance school  
Children's City  
I enchant you  
Hoplà Cooperative  
Archi Cosenza  
Archi Civil Service Cosenza  
Mediaterronia  
De LUca  
Cosenza Coffee  
Creative Interactions

## **Main environmental challenges in your territory and measures currently being implemented**

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## **Our common spaces need to change!**

Increasing the quality of life: living space, circularity.  
Transforming concrete spaces into green, living spaces

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## **Live the common spaces up**

Citizens need to go back to the streets and squares, populate the common spaces, with care and mutual respect.

"Green" can be the solution to bring some beauty to these places

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# ITALY\_COSENZA\_PANEBIANCO\_Problems, resources & ideas

Presentation of local communities - resources, problems, needs, social and environmental profiles

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## LOCAL NEEDS related to GREEN SUSTAINABILITY

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### Local centres to collect the needs of the community

Starting from listening, from direct knowledge of needs through questionnaires, interviews, meetings to arrive at a differentiated knowledge of lifestyles and needs

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### Institutional level

Lack of dialogue with institutions on sustainability issues

*Lack of trust in the institutional framework, at all administrative levels (local/municipal, regional, national) – BERTONI1*

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### Communication

Lack of information and awareness-raising campaigns on green issues

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### Lack of pedestrian accessibility in the area

The Panebianco neighbourhood is for cars... pedestrians find it hard to walk, stop, live the urban spaces

## PRIORITY AREAS OF INTERVENTION

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### Youth

There should be permanent spaces in the neighbourhood for young people

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### Need to take care of the common spaces

Need to tackle: waste management (and street cleaning), common spaces for meetings, events, markets, etc.

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### Schools: education of young generations

Disseminating information and raising awareness among the younger generations

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### Support the participation of the inhabitants

People are not used to engaging and voicing their needs and requests. They are used to devolving responsibilities and powers to their elected representatives and administrators. Need to raise awareness about the urgency to boost participation

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### Ensure proximity actions

Community activators need to go and meet people in the streets

## DESIDERATA and ASPIRATIONS for a green transition in YOUR community

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### Green areas FOR the people and managed BY the people

Creating green zones and virtuous mechanisms for waste management, redeveloping and regenerating significant areas for aggregation and event management

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### "Quality" of participation on sustainability issues

- Building neighbourhood identity
- Elements of social cohesion as a prerequisite for

environmental intervention

- Conditions for expressing different points of view / moments of confrontation also on issues concerning the neighbourhood in general – SCUOLA IAD UNIVERSITÀ DI ROMA TOR VERGATA

"Stay and interact" in the neighbourhood: listening to residents, ensuring constant presence and interaction – SCUOLA IAD UNIVERSITÀ DI ROMA TOR VERGATA

Co-constructing possible paths together – SCUOLA IAD UNIVERSITÀ DI ROMA TOR VERGATA

To 'meet' the needs of the actors in the area, by collecting needs through special research-action moments – SCUOLA IAD UNIVERSITÀ DI ROMA TOR VERGATA

## IDEAS for an action dealing with the identified priority areas

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### The power of the arts

Information and awareness-raising through the involvement of various artists

Regeneration of urban areas by means of (accessible) artistic events – BERTONI1

Regeneration of public and private building heritage through street art – BERTONI1

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### The transformative power of art

Create and institutionalise a community event that tells the story of the neighbourhood and imagines the future through urban regeneration actions involving local artists, craftsmen and operators

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### Cross-fertilisation with other initiatives, like the civil service

Create civil service projects aimed at assisting resident households

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### From waste dumping area to waste information&collection centre

Transforming the areas where there is a systematic accumulation of waste with separate waste collection zones, which is necessary because door-to-door collection in transit areas, such as Panebianco, is not sufficient to maintain decorum

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### Activation of territorial "animators"

As part of the proximity strategy: animators meet the people and provide info, advice, activities on specific issues

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### Possible "meeting facilities"

- Green cafés
- Social cafés
- Social talk shows

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### From past attempts...

Building on past experiences (from 2009 onwards?), identifying critical issues and proposing different participation and planning mechanisms.

Green spaces, pedestrian areas, local markets (now km 0)... – SCUOLA IAD UNIVERSITÀ DI ROMA TOR VERGATA

Expanding the network: Not only associations, but also active citizens, institutions, other profit and non-profit actors. To be built step by step... – SCUOLA IAD UNIVERSITÀ DI ROMA TOR VERGATA

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### Meeting with local actors

Going 'to meet' the needs of the actors in the area: for example, going to meet shopkeepers in their workplaces

## AVAILABLE RESOURCES and ASSETS

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### The many resources of Via Panebianco

Piazza Sopraelevata 'Il Mulino', Città dei Ragazzi, Hop-là cooperative headquarters, Auditorium De Luca, squares and gardens on the right side, market in Via Padregiglio, Giardino Luigi De Matera, education institutions/schools (Istituto Lanzino)...

The Comitato di Quartiere (neighbourhood committee) needs extra boost

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### Gruppo Facebook "Quelli di Panebianco"

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### Other key actors...

Gruppi Scout (Scouts)  
Arci Cosenza (association for social promotion)

Arci Servizio Civile (Civil Service) Cosenza  
Traders' association  
Sports associations  
Order of physicians

Spontaneous citizens groupings  
Intercultural initiatives (also involving migrants)  
The "Casermette"

