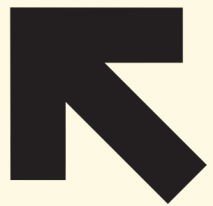




Pina Sodano _ Consorzio Ruini Impresa Sociale



Community Cooperative of «Vivo Petrolio»



Agenda

Background

3

AIM of ViVo PETROLIO

5

ViVo PETROLIO

7

THANK'S

9



Background

The geographical location of *Petrolio* and the municipality of Trequanda (Toscany) is experiencing a phenomenon of de-population and of migration of residents to the big cities. This phenomenon of depopulation in the smaller Italian municipalities is also current in other European countries such as, for example, Spain.



Petroio, is a village in the municipality of Trequanda (5 km away) of Etruscan origin with the name Petruni, stands on a hill, about 400 metres above sea level, between the Val di Chiana and Val d'Orcia.

The main economic activity is, in fact, the production of terracotta artefacts, which together represent an important handicraft tradition in Petroio dating back to the early 16th century.





5

AIM of ViVo PETROLIO



The purpose of the project is to revitalise the village of *Petroio* by creating a community cooperative that brings together local residents and businesses people - in order to - recover skills and expertise, improving the living conditions and enhancing the local reality.

Some of the goals are to create, manage and relaunch, where already existing:

- **an *Albergo Diffuso* within the Borgo;**
- **a *small shop* selling local handicrafts-
the *Terracotta Museum*, the only one of its kind in Italy;**
- **a *coffee shop and food shop* at high risk of closure;**
- **a *hotel/restaurant* in the centre of the village in Palazzo Brandano owned by the municipality, a space intended as an object for a 'common good' intervention, on which to activate a participatory community enhancement.**



**7**

VIVo PETROLIO

- **All the businesses in the area that join the cooperative will be promoted and will be able to become active players together with the entire community in order to implement territorial marketing plans, contribute to the maintenance of community assets, encourage the birth of new professions and the rediscovery of new trades, and stimulate the birth of Green Jobs, encouraging environmental sustainability through the adoption of an ethical protocol.**
- **For the development of the community itself, it will also be crucial to support the project through the search for funding on national and European tenders. The cooperative's user members will be able to benefit by taking advantage of specific services, or by finding their own jobs, but indirectly the benefits will go to the entire Petroio community.**





In 2019, the members of the community cooperative apply for a non repayable grant from “Generalfond” is a fund of the General Association of Italian Cooperatives.

Through the planning of income estimates from related activities:

- catering;**
- accommodation;**
- tourism.**

The background features abstract, thick, rounded lines in red and orange. A vertical orange line runs down the left side, with two horizontal red lines crossing it. On the right, a vertical red line runs down, with a green circle overlapping it. Two small black dots are placed at the intersections of the lines.

Thank you!

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