

CASE STUDY

PROJECT NAME:	ANCIENT LUCCHESIA'S CAMELLIAS EXHIBITION - ANTICHE CAMELIE DELLE LUCCHESIA
PROJECT IMPLEMENTER:	CENTRO CULTURALE DEL COMPITENSE SOCIETÀ COOP. SOCIALE - COOP. DI COMUNITÀ
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PROJECT OBJECTIVES:

IN THE TOWN OF CAPPANORI (TUSCANY) SINCE 2005 HAS BEEN CREATED A CAMELLIETUM, A CAMELLIAS GARDEN TO PRESERVE CAMELLIAS VARIETIES AND BENEFIT FROM THEIR BEAUTY. NEAR THE CAMELLIETUM SOME AREAS WERE ABANDONED BY THEIR OWNERS AS IT WAS NOT WORTH USING THEM BECAUSE OF THEIR SMALL SIZE AND THE HIGH COSTS OF MAINTENANCE. THE ENTITY MANAGING THE CAMELLIETUM DECIDED TO USE THESE LANDS THROUGH INFORMAL AGREEMENT AND MANAGED TO EXPAND THE CAMELLIAS' GARDEN SIZE.

THE PROJECT OBJECTIVES WERE TO:

- GIVE BACK TO THE COMMUNITY A PLACE THAT WASN'T USED AND MAKING IT AVAILABLE FOR DIFFERENT PURPOSES
- GIVE VALUE TO THAT PLACE BY ADDING CULTURAL ACTIVITIES

FILL THOSE SPACES WITH MEANING BY PUTTING TOGETHER INNOVATION/MODERNITY WITH TRADITION



PROJECT RECIPIENTS:

- RESIDENTS
- YOUNG PEOPLE FROM PRIMARY AND MIDDLE SCHOOL, 600 PARTICIPATED TO THE EDUCATIONAL ACTIVITIES
- TOURISTS, IN LAST YEAR 30K PEOPLE VISITED THE CAMELLIETUM, 20K ONLY DURING 3 WEEKENDS OF MARCH FOR THE SPRING LUCCHESIA'S CAMELLIAS EXHIBITION

PROJECT RESULTS:

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THESE RESULTS ENABLE TO IMPACT

- THE LASTING AND GROWTH OF THE PROJECT AS THE CAMELIETUM STARTED:
 - FROM 2000 SQUARE METRES IN 2006 TO REACH TODAY 40,000 SQUARE METRES THROUGH THE USE OF PRIVATE LAND MADE AVAILABLE THROUGH INFORMAL AGREEMENTS
- FROM 150 SPECIMENS AND 120 DIFFERENT CULTIVARS IN 2006 TO 1000 PLANTS AND 725 CULTIVARS TODAY

CALENDAR/ACTIVITIES

THE ACTIVITIES IMPLEMENTED ARE VARIED AND INVOLVE DIFFERENT PEOPLE RAGING FROM KIDS, TO STUDENTS, RESIDENTS AND TOURISTS:

- EDUCATIONAL ACTIVITIES
 - CREATION OF A PICNIC AREA WHICH CAN BE USED BY VISITORS
 - CO-CREATION WITH KIDS AND SCHOOLS OF THE "CLASSROOM IN THE WOOD" WERE A "PENSATOIO" (A PLACE WHERE YOU CAN THINK CALMLY) HAS BEEN SUGGEST BY KIDS TO THINK WHEN THEY FEEL THEY NEED TO
 - FOOD PREPARATION AREA AND A BAR
 - CULTURAL, MUSIC, ART EVENTS AND FESTIVALS
 - TREKKING TRAILS RECOVERY AND USE
 - SPRING LUCCHESIA'S CAMELLIAS EXHIBITION
 - FALL LUCCHESIA'S CAMELLIAS EXHIBITION
- OPEN MILLS: A FESTIVAL FOR THE NEW YEAR OLIVE OIL WHICH WILL TAKE PLACE IN NOVEMBER 2024

DETERMINE FACTORS

THE IMPLEMENTERS IDENTIFIED 2 KEY FACTORS:

- HAVING A VISION TO IMAGINE HOW THE SPACES COULD BE EVEN BEFORE THEY EXISTED
- HAVING THE DIFFERENT SKILLS AND COMPETENCIES WHO STARTING FROM THAT VISION COULD IMPLEMENT IT FOR EXAMPLE BY RECLAIMING THE LAND, BUILDING A STAGE, FILLING THOSE SPACE WITH MEANING AND CONTENT

BUSINESS MODELS

THE PROJECT IS MANAGED BY A COMMUNITY COOPERATIVE WHICH IS A SPECIAL FORM OF SOCIAL ENTERPRISE USED IN ITALY TO MANAGE COOPERATION BETWEEN DIFFERENT STAKEHOLDERS OF AN AREA. THEREFORE THE GOVERNANCE IS SHARED AMONG 12 ASSOCIATES AND WITH A BOTTOM UP APPROACH. THE BUSINESS MODEL UNDERPINNING THE PROJECT IS BASED ON:

- TICKETS SOLD TO VISIT THE CAMELLIETUM
- SPRING AND FALL EXHIBITIONS
- CATERING SERVICES OFFERED FOR PRIVATE EVENTS, FOR THE EXHIBITION OR FOR THE COOPERATIVE CULTURAL EVENTS
- EDUCATIONAL VISITS FOR STUDENTS
- ECONOMIC SUPPORT FROM:
 - FONDAZIONE CASSA DI RISPARMIO DI LUCCA
 - MUNICIPALITY OF CAPANNORI
 - REGION OF TUSCANY BY FINANCING 3 PROJECTS
- CREATION OF THE COMMUNITY COOPERATIVE
- COMMUNITY COOPERATIVE FESTIVAL WHICH ENABLE TO CREATE WOOD STANDS AND THE "PENSATOIO"
- EDUCATIONAL PACKAGES FOR SCHOOLS AND THE COMPITESE CENTER FOR ECOLOGY WITH A LIBRARY



BUSINESS PERSPECTIVE

THIS PROJECT IS A SUCCESS FROM A BUSINESS PERSPECTIVE BECAUSE THROUGH DIFFERENT IDEAS (AS EXPLAINED IN THE PREVIOUS SECTIONS) THEY MANAGE TO ENSURE ECONOMIC SUSTAINABILITY (75% THROUGH SALES AND 25% PUBLIC/PRIVATE FUNDS) AND HAVE SEVERAL PEOPLE WHO ARE EMPLOYED/PAID BY THE COOPERATIVE (40% PAID PROFESSIONALS/EMPLOYEES, 60% VOLUNTEERS IN WHICH ARE COUNTED AS WELL SOME VOLUNTEERING OUR MADE BY PAID PROFESSIONALS/EMPLOYEES)

SUSTAINABILITY PERSPECTIVE

THIS PROJECT OBJECTIVE ACHIEVED FROM A SUSTAINABILITY PERSPECTIVE ARE:

- TO PRESERVE THE EXISTING FOREST
- REDUCE THE RISK OF FIRE
- INCLUDE FURTHER CAMELLIAS CULTIVARS IN ORDER TO PREVENT EXTINCTION
- PROMOTE SUSTAINABILITY AND CIRCULARITY:
 - PRESERVED DRY STONE WALLS WHICH ARE PECULIAR OF THE AREA AND EVENTUALLY REINFORCED THEM
 - EXTENSION OF THE CAMELLIETUM
 - CREATION OF A PIC-NIC AND EVENT AREA



CULTURAL VALUE

CULTURE AND ART ADDED MEANING AND CONTENT TO THE PLACE AND ARE AT THE CORE OF THE COOPERATIVE ACTIVITIES AS THEY ORGANISE:

- MUSIC EVENTS
- CULTURAL EVENTS
- ART EXHIBITIONS
- THEATRE PERFORMANCES
- BOOK PRESENTATIONS
- EXPERIENCES
- CULINARY EVENTS