



ITALIAN FEDERATION OF ASSOCIATIONS AND CLUBS FOR UNESCO (FICLU)

'THE FACTORY IN THE LANDSCAPE'

Conceived and promoted by the Club for UNESCO of Foligno and Valle del Clitunno

CALL FOR CONTEST 2023

The Contest, now at its 14th Edition, represents one of the tangible actions that the FICLU, through the organising Club of Foligno, aimed to propose at a national level to stimulate reflections and initiatives by communities, companies and bodies on highly sensitive landscape issues of significant educational importance and great social impact, in the spirit of UNESCO's principles and objectives for the sustainable use of the territory.

The FICLU, in agreement with the European Federation of Associations and Clubs for UNESCO (FEACU), intended to extend participation in the Contest also to public and private companies, administrations, bodies, associations and foundations residing in other EU countries.

Thereby, the FICLU, aware that the landscape and the environment cooperate in the elaboration of local cultures and represent a fundamental part of the cultural and natural heritage, contributing to the well-being and satisfaction of human beings and to the consolidation of national identity

launches

the International Contest 'The Factory in the Landscape' for the year 2023

with the following aims:

- ❖ Stimulate observation and discussion on the evolution of production and land planning techniques and, more generally, on the global economic changes that continue to accelerate the transformation of the landscape;
- ❖ Consider that sustainable development is based on a balanced relationship between social needs, economic activity and the environment;
- ❖ Apply the ideals of UNESCO and the dissemination of the culture of sustainable use of the territory and landscape protection, in the spirit of the concept of cultural landscape as a 'joint creation of man and nature' (Art.1 of the UNESCO World Heritage Convention) and in the meaning defined by the European Landscape Convention ratified by the Italian State with Law no.14 of 9 January 2006;

- ❖ Contribute to a new behavioural ethic that respects the individual and the social living environment, with a strong focus on the social problems of the territory in which it operates and with full assumption of responsibility for the impact on society, by offering contributions of various kinds;
- ❖ Pursue the achievement of Goals 5, 7, 11, 13, 15 of the 2030 Agenda for Sustainable Development and Ecological Transition;
- ❖ Stimulate the growth of sustainable entrepreneurship, also according to principles of social responsibility for the well-being of workers, both personal and professional (training, energy-saving systems/sources with zero or positive impact, decarbonisation, technological innovation, etc.);
- ❖ Enhancing female entrepreneurship (Objective 5).

Art.1

The Contest is addressed to public and private companies, administrations, bodies, associations and foundations that have implemented initiatives and projects demonstrating a particular sensitivity towards the protection and evolution of the landscape and the introduction of sustainable processes from a social and environmental point of view.

The FICLU will take care of the circulation of the Contest by making use of its own communication channels, of the widespread network of Clubs for UNESCO present throughout the national territory and the FEACU's support.

Art.2

Proposals for candidacy, submitted by the Clubs for UNESCO that are members of the FICLU or the FEACU, must relate to projects, programmes or policies that demonstrate that they contribute to the valorisation of the landscape, implement strategies for the sustainable development of the territory and foster the affirmation of identity cultures.

Art.3

The Contest is divided into five distinct sections:

- **1st Section** reserved for private Italian companies, organisations, associations and foundations that have built 'ex novo' (wholly or mainly) their business premises with a special focus on the environment and the landscape;
- **2nd Section** reserved for private Italian companies, bodies, associations and foundations that have renovated their place of business with a special focus on the environment and the landscape;
- **3rd Section** reserved for Italian public enterprises, administrations, bodies and foundations that have promoted and realised 'ex novo' (wholly or mainly) works of public benefit and social utility in the field of land planning and management with a special focus on the environment and the landscape;
- **4th Section** reserved for Italian companies, administrations, public bodies and foundations that have promoted and renewed works of public and social utility in the

field of territorial planning and management with a special focus on the environment and the landscape;

- **Europe Section** reserved for operators residing in other European Union countries, whether they be private companies, bodies, associations and foundations that have realised 'ex novo' or renewed the centre of their activity, or public companies, administrations, bodies and foundations that have promoted and realised 'ex novo' or renewed works of public and social utility with a special focus on the environment and the landscape.

Every Club duly registered with the FICLU and interested in participating in the Award, is invited to nominate an initiative in its territorial area that meets the requirements set out in Art. 4 below and falls within one of the five sections outlined in this Article.

Art.4

Each Club may submit only one nomination.

In view of the international character of the Award, each Club is also entitled to apply for an additional nomination of a private or public company, administration, institution, etc., residing in another EU country.

Art.5

For the application to be accepted, the proposing Club shall send the application in free form, indicating:

- a. The full details of the proposed entity (company, administration, body or other), specifying its name, address, telephone number, e-mail address, website (if any), etc., and the section among those listed in Art.3 for which it is competing;
- b. The header, features of the activity and address of the 'Factory'.

The following must be attached to the application:

1. Reasons for the application, signed by the President of the proposing Club, explaining the qualifying contents with reference to the applicable evaluation criteria (drafted on no more than no.1 sheet of A4 format);
2. A report illustrating the peculiarities of the 'Factory', complete with information concerning to the evaluation criteria set out in Art.12 below (drafted on no more than no.4 A4 sheets);
3. No.6 pictures of the 'Factory', of which no.4 of the exterior and its insertion in the landscape, no.2 of the interior (in JPEG 350 dpi format);
4. No.1 video (optional) with a maximum duration of 5 minutes, in MP4 or AVI or HTML5 format;
5. Attachment A ('Application Form') and Attachment B ('Declaration'), duly completed and signed by the President of the proposing Club and the Legal Representative of the candidate Company/Body.

Art.6

The presidents of the proposing clubs will have to declare that there is no coincidence of interests with the candidates.

Art.7

The candidatures proposed by the clubs, in order to be entered in the Contest, must reach the Award Secretariat exclusively by e-mail to segr.lafabbricanelpaesaggio@gmail.com by the deadline established in Art.8 below.

Art.8

The candidatures, complete with the required documentation, must be forwarded to the Award Secretariat **by 30 June 2023**.

Art.9

Compliance with the above prescriptions and fulfilments will be an essential and binding condition for the admission of candidatures to the Contest.

Art.10

For the purposes of assessing the candidatures, an Evaluation Committee specifically appointed by the FICLU Executive Board will be set up, whose composition will be made known on the day of the Award Ceremony and whose activity is to be considered, as of now, unquestionable and unappealable.

Art.11

The attendance of the presidents of the Clubs for UNESCO on the Commission mentioned in the previous article is not allowed.

Art.12

The Evaluation Committee will operate by applying the evaluation criteria listed below, inspired by UNESCO ideals, in the spirit of the concept of cultural landscape as a 'joint creation of man and nature' (Art.1 of the UNESCO World Heritage Convention) and by the European Landscape Convention signed by the Council of Europe in Florence on 20 October 2000.

- **CRITERION 1** (for companies, administrations, entities or other, both private and public): *Quality of the intervention in relation to its insertion in the natural, historical and cultural landscape* (respect for territorial vocations, historical and cultural heritage and traditional local knowledge).
- **CRITERION 2** (for private companies, bodies, associations and foundations): *Respect for the theme of the Call for Contest* (aesthetic quality of the intervention, assessment of technologies, origin and quality of materials, sustainable environmental impact).
- **CRITERION 3** (for public companies, administrations, bodies and foundations): *Sustainable development of the territory* (assessment of the sustainable development policy pursued, of the level of active participation of citizens, of integration in the organisation of the territory, of sustainable environmental, social, economic, cultural and

formal qualities, of the contribution to the enhancement and enrichment of the landscape).

- **CRITERION 4** (for companies, administrations, bodies or other, whether private or public): *Creative economy for sustainable development* (assessment of the innovative/creative aspect of the intervention in relation to the direct and indirect spin-offs in terms of sustainable economic development to the benefit of the territory and/or the local community).
- **CRITERION 5** (for companies, administrations, bodies or other, both private and public): *Focus on female entrepreneurship and the reinvestment of profits in the social sphere* (assessment of the intervention's actual contribution in terms of social economy, solidarity, sense of belonging and gender equality).

Art.13

The FICLU President will supervise the Evaluation Committee's activity.

Art.14

At the end of the evaluation process, the Evaluation Committee will award the first prizes to the first classified in each section; at the same time, it may, at its discretion, identify candidates deserving of a mention.

The Evaluation Committee, at its sole discretion, may award top prizes 'ex aequo' for each section, or may not award any first prizes for any of the sections.

Art.15

The first prize-winners in each section will be promptly informed by the Award Secretariat and must confirm their attendance.

The first prizes must be collected by those concerned, on pain of forfeiture of the right to the prize itself, which will consequently be awarded to the candidates ranked immediately after.

The certificates of mention may be handed over to specially delegated persons.

All other candidates shall be entitled to a diploma of merit.

Art.16

The winners will be announced at a special ceremony organised in Foligno (PG) in the Sala Rossa of Palazzo Trinci on **21 October 2023 at 4 pm**. The winners will be awarded the prestigious art 'symbol' of the Prize due to the artist Sergio Marini.

The FICLU President
Teresa Gualtieri



Published on the FICLU website on 24/04/2023