

## **“Inclusiveness on the Via Claudia Augusta”**

### **A project for the enhancement and redevelopment of an ancient path**

Via Claudia Augusta was an ancient Roman road that connected the Danube to the Adriatic Sea. Today it is a tourist route that crosses three nations, with a wide variety of landscapes, traditions, artistic treasures and food and wine.

In line with the scope of the association, the Pro Loco cà Comuna del Meanese has always embraced the idea of enhancing this charming route, which today links Lavis to Trento and where we can find the picturesque village of Meano and the area of the Argentario Ecomuseum.

The intention is to promote high quality tourism and encourage more tourists to visit these sites of great natural beauty. The “Inclusività sulla Via Claudia Augusta” project (Inclusiveness along the Via Claudia Augusta) funded by the Italian Ministry of Employment and Social Policies and the Autonomous Province of Trento, will make this objective possible, by making the route accessible to people with reduced mobility, families with children and the visually impaired.

The initiatives to take place will be organised by the Pro Loco association and sponsored by the Municipality of Trento, the Meano District, the Argentario Ecomuseum and other associations such as Cooperativa sociale ADAM 099, Circolo culturale Cognola, the Pro Loco association in Lavis, the Associazione culturale Lavisana, Liceo Linguistico Trento - Sophie Magdalena Scholl, Project Per.La - Anffas Trentino Onlus.

The project will be carried out with the support of "Via Claudia Augusta Italia A.P.S.," "EAVRG (European Association of Via Romea Germanica)" and "Via Romea Germanica (Italy)".

In the context of inclusiveness and accessibility, the project aims to offer socially inclusive activities such as outdoor activities for local people and tourists.

These are the main actions identified by the Pro Loco cà Comuna del Meanese:

- Improvement of the pathway (which is 10 km long and has an elevation gain of 300 metres) running through the small village of Meano, to make it accessible for people with disabilities, and at the same time to connect important sites that can be found along the route, such as the magnificent Bortolotti Gardens, known as Ciuciou, situated in Lavis and the amazing open-air Ponte Alto Gorge museum located in Cognola. The route starts from the Ciucioi Garden in Lavis and makes its way up to Meano, passing through the Orto in Villa botanical garden, continues along a forest road to Martignano and finally reaches the Ponte Alto Gorge in Cognola. The remarkable cultural value of these sites is worth

promoting and conserving.

- Creation of spaces along the route where activities can be organised to promote different aspects of the local area: natural, historical, ecological and social. Other topics could be linked to environmental protection, the promotion of solidarity and social integration of people with reduced mobility, in particular through concrete and repeatable activities.
- Exploitation of the ancient system of trails thanks to the creation of tourist information panels, to promote sustainable tourism and the local heritage, as well as archaeology, culture and other important crafts and economic activities.
- Information and communication activities through innovative multimedia tools such as augmentative and alternative communication, QR codes, digital engagement and voice-activated content.
- Design and creation of signage along the Via Claudia Augusta: this aspect will become a crucial and distinctive aspect in the development of sustainable tourism.
- Promotion of shared trekking seen as a sports activity rather than a support activity, thanks to the possibility of using pedal-assisted Joelette all-terrain chairs, bicycles and tricycles.
- Organisation of outdoor day trips and guided tours: these activities will take place every week with the participation of professional guides, the use of innovative vehicles for people with reduced mobility and the involvement of volunteers.
- Activation of a free training and support course directed at the owners of unused local property in the Meano area who wish to offer tourist facilities. The course aims to raise awareness and provide concrete tools for estimating the tourist potential of their property. The overall goal of the “Ospitar” project, which has already begun in 10 municipalities in Trentino, is to create a widespread hospitality system that relies on tourism in order to enhance the heritage of unused housing and generate a virtuous circle of area development that can contribute to maintaining buildings, involving owners and citizens who can share professional skills. Registration is open until all the available places have been filled.