



COMUNE DI CERVIA



Seminar on youth participation and local democracy

Examples of participatory approach to youth actions - *Municipality of Cervia*

SERN General Assembly

**11-12 MAY 2022 Lilla Bommens Conference Center
Gothenburg**

Some general information

The social and cultural context of Cervia is rich and lively, with a strong focus on social issues and social innovation, built through participatory processes that actively involve citizens.

Many **participatory paths** have been carried out by the Municipality over years, and brought **innovation** in various areas of **community life**: community welfare, the reception of different abilities, the care of the elderly, agricultural culture, creation of aggregative and multipurpose spaces for young people, **youth** involvement in creative and communication sector.

Some examples



Community web radio

<https://radiosocialcoast.it/>

Is the result of a participatory process promoted by the Municipality of Cervia addressing citizens and especially young people between 16 and 29 years old.

The **objective** was to set up a community radio as a means and instrument of democracy, free expression, active citizenship and civic participation

The project was developed through a democratic meeting program in which citizens, and especially young people, could discuss the social and cultural issues posing the community Web-Radio base.

The program of meetings was organised into **3 phases**:

1. listening phase - to engage people, institution, associations, volunteers, and stakeholders to set up a “negotiation committee”
2. confrontation phase – involving the negotiation committee, citizens, youth through focus groups, workshops, participatory meetings
3. conclusion phase – definition of a **document of participatory proposal** and **Operative Proposal** as cooperation model to operatively set up and manage the community web radio → **formally approved by the City Council** and formally presented to the citizens



Community web radio

<https://radiosocialcoast.it/>



The Operative document sets the activities, financial resources, instruments, principles, roles, commitments, relationships

The community web radio has to meet participation and non discrimination principles, embracing diversities, free and democratic communication and information, and contributing as well to the achievement of community digitalization

It is managed by a group of about 12 young under 35 years old

The name “Radio Social Coast – Cervia” was chosen through public consultation

It officially started broadcasting in 2021

Urban regeneration - Innovation Hub

The **objective of the participatory process** was the formulation of proposals for **revitalization and regeneration of a building of municipal property** within the strategic framework of organic and integrated enhancement of urban centres.

The strategy sets as priority interest to promote interventions having environmental and social sustainability profiles, resulting in the upgrade of landscape assets, as well as the upgrade of the service system, by involving the community

The process was implemented through **co-creation workshops, interactive exhibitions, temporary use and questionnaire**. In total 598 person (citizens and stakeholders) were involved, **120 out of which under 25**.



Urban regeneration - Innovation Hub

The result is a plan of an **innovation&creative hub conceived as a multifunctional space** with different possibilities of use of internal and external spaces. With regard the internal surfaces, the plan is to set it up as modular space to **host creative atelier and co-working laboratories**, music and arts production, training and conference area, relax&play&reading corner, **the new born community web radio**.

An **innovative space able to attract creatives and young minds**, where they can network at international level, and bring new energy to increase the appeal of the city with positive social and economic effects

→ the setting up of the hub was enclosed in a project proposal submitted within the 1st call of the *INTERREG Central Europe Programme 2022-2027*



Cinemasuono – performing arts



“Rediscovery of silent movies : the fusion of different artistic styles is the best way to give free rein to your art and get something new, unexpected and exciting. Images and music blending in a single work, to rediscover a way of making movies with still widely underestimated potential”

Cinemasuono started 6 years ago. It is a film festival sustained by the Municipality of Cervia, and implemented by the cultural association Scambiamenti. It is organised every year as international competition aimed at enhancing the potential of silent movies matched with unpublished music.

It aims at **blending music and images to create a new artistic product**, exploiting the potential of the union between one and the other. To overcome the equivalence between silent cinema and artistic archaism, updating this form of expression through **music**, the **greatest international and intercultural language**.

Cinemasuono – performing arts

HOW DOES IT WORK:

- It is organised on a yearly basis <https://filmfreeway.com/CinemaSuono>
- a jury selects a set of short films (silent movies) through an international competition
- Afterwards it identifies 3 musicians, each of whom entrust the task of writing a soundtrack to a short film chosen from those sent by the directors to participate in the festival.
- The three works are transmitted and set to live in Cervia. The work will then be circulated in international festivals.

Standard timetable:

- January: Opening of the competition for silent unreleased short films through the FilmFreeway web platform
- 30th April: deadline to send new short films
- 20th May: selection of films and matching with musicians
- The winner will be awarded with an official invitation for 8 days of artist residence during which he will be asked to create a new short film, using as a backdrop the territory of Cervia. Travel, food and lodging are included in the prize. In addition, on one of the three Festival nights will be given the opportunity to the winner to attend the projection of his/her short movie combined with live music. Also the second and third selected short movies will be awarded
- July: organisation of evening events showing the selected silent movies performed with the combined live music



Cinemasuono – performing arts



Over years many young artists attended the competition and the Festival, contributing to cultural exchange and international cooperation in the field of performing arts, thus to the cultural openness of the city and the creation of a liveliness environment for citizens and youths.



THANK YOU FOR YOUR ATTENTION



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