

Model Region „Langa Astigiana“

**Agriculture**
Langa Astigiana is still a rural area: more than half of the active population (53.94%) works in agriculture, followed by the manufacturing sector (24.93%). Anyway, the number of farms has decreased in the last 20 years: they were 2299 in 1990, nowadays, after a substantial decrease, they are 1220.

**Distance**
Infrastructures and services are not well developed. Today to reach Torino, capital of the region, it takes on average 1 hour and 42 minutes, the roads are poor and in need of modernization.

**Enterprise and young people**
It is difficult to set a new entrepreneurial activity, because of the lack of services and the distance from possible markets. For this reason the population is ageing and many young people left the territory in the past years: from 1994 to 2009 the number of people aged between 15 and 64 years decreased while the number of people aged over 65 years remained constant.

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**Title:** Network of operators

**Objective:** Creation of a network between different operators for the promotion of the territory

**Description:** The pilot action will be organized in different points that together will try to reach the goal of a combined promotion of the territory and its main hotspots. The valorisation of the economical structure will take into account the suggestions coming from the interpretation of demographic change and the difficulty for young people to set entrepreneurial activities and to promote some niche agriculture products that are appreciated but not yet well known. The environment and the agriculture will be the core of the strategy that forecasts:

- a promotion campaign about the territory and its products;
- the constitution of a formalized network of continuous cooperation between local public and private stakeholders;
- the implementation of an incoming agency;
- the organization of package vacation;
- the institution of a highly recognizable producers' consortium or association for marketing and test of combined product selling.

The strategy is based upon the requests for more coordination between different stakeholders, trying to overcome the individuality that, in the model region, is seen as an obstacle for the development of the territory and to attract new inhabitants.