



Sustainable tourism



Intercultural integration



PRELIMINARY STUDY MOENA

Building active citizenship for sustainable Alpine Communities

Future EU Challenges



Accessibility



Lead Partner (Werfenweng, Austria)



Forni di Sopra Municipality (Italy)



Bled Municipality (Slovenia)



Moena Municipality (Italy)



Co-funded by the Europe for Citizens Programme of the European Union



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Forni di Sopra
Municipality
(Italy)



Bled Municipality
(Slovenia)



Moena Municipality
(Italy)

THE COMMUNITY 1/3

The history of the municipality

- The origins of Moena date back to 1164, when the San Vigilio church was consecrated by the prince-bishop of Trento.
- From 1318 the village was aggregated to the “Magnificent Community of Fiemme”, in the context of the Bishop's Principality of Trento and the Germanic Confederation. Until the 1920s it was known as “Moena of Fiemme” and is still part of the “Magnificent Community of Fiemme”.
- After the secularization of the Principality in 1805, Moena was part of the Kingdom of Bavaria until 1810, and then it was part of the Kingdom of Italy until the Vienna Congress, which re-assigned all Tyrol to Austria.
- After the First World War, it was occupied by Italian troops in November 1918 and formally annexed to the Kingdom of Italy in 1921.



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THE COMMUNITY 2/3

The geography of the Municipality

- The Municipality is located right on the border between the valleys of Fiemme and Fassa, it is one of the 18 municipalities that form Ladinia and one of the 11th which form the "Magnificent Community of Fiemme" in Trentino Alto Adige region.
- Moena is located on the Dolomite mountains at 1.184 m, surrounded by the Dolomite group of the "Catinaccio", "Monzoni" and Latemar. To the south is dominated by the wooded mole of the "Sas da Mezodi", in the group of "Viezzena"
- The Municipality is also located at the geographical base of the "Val di Fassa", and it crossed by the "Avisio" creek that receives the water from "Rio San Pellegrino" and "Rio Costalunga", which descend from the homonym pass.



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THE COMMUNITY 3/3

Socio-economic description of the Municipality

Country	Italy
Administrative Region	Trentino Alto Adige
District	Province of Trento
Area	82,60 km ²
Population	2.625 inhabitants
Density	31,78 in/km ²
Hamlet	San Pellegrino, Medil, Forno





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TRADITIONAL PRODUCTS

- The Municipality is a member of the Alpine Pearls network and bases its local development strategies on traditional crafts, soft mobility and sustainable tourism.
- Economic activity is based mainly on agriculture and tourism.
- The bovine breeding and the dairy production are very important for the development of the local economies.



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Durchatmen in der Alpenstadt
(Germany)



Forni di Sopra
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(Italy)



Bled Municipality
(Slovenia)



Moena Municipality
(Italy)

SUSTAINABLE TOURISM

Local Policies supporting traditional products and knowledge transfer:

Trentino Quality Brand
(Resolution No. 2662 -
6th November 2009)

Rural Development
Programme (2014-2020)



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TRENTINO QUALITY BRAND

- It is a quality brand with an indication of origins that aims to communicate and identify the quality of the territorial agro-food product according to objective and selective criteria.
- The Trentino Quality Brand is owned by the Autonomous Province of Trento and its management is entrusted by “Trentino Sviluppo S.p.A.” (Resolution No. 2662 ,6th November 2009).



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RURAL DEVELOPMENT PROGRAMME

Operational Targets:

- Stimulate innovation and specific knowledge base in the rural areas.
- Strengthen the relationship between agriculture, food production, forest management and between research and innovation.
- Encourage the learning and vocational training in the agricultural and forestry sector.

Recipients/beneficiaries:

- Farmers;
- Consultants;
- Researchers;
- Operators in the agricultural and forestry sector;
- Food chain and consumers group;
- Knowledge transfer providers.



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TRADITIONAL PRODUCTS

Current practices of traditional products and knowledge transfer

Dairy production

Craft production

Special foreign
tradition



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TRADITIONAL PRODUCTS

Specific Local Focus

- The municipality is a member of the Alpine Pearls network and bases its local development strategies on traditional crafts, dairy production (especially the Puzzone DOP cheese), soft mobility and sustainable tourism.

Future challenges

- To maintain the traditional processing methods, while welcoming the new, so to ensure both economic and social sustainability of the process for the future generations.



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