



MAYORS' COVENANT FOR FAIR AND SUSTAINABLE WELL-BEING

«We cannot measure our national spirit on the basis of the Dow Jones Index nor the successes of our country on the basis of our Gross National Product. Gross National Product counts air pollution and cigarette advertising, and ambulances to clear our highways of carnage on weekends... It includes TV programmes that glamorise violence to sell violent products to children. It counts napalm, missiles and nuclear warheads. Yet GNP does not allow for the health of our children, the quality of their education or the joy of their play. It does not include the beauty of our poetry or the strength of our marriages, the intelligence of our public debate or the integrity of our public officials. It measures neither our wit nor our courage, neither our wisdom nor our learning, neither our compassion nor our devotion to our country, it measures everything in short, except that which makes life worthwhile.»

(Robert Kennedy, speech on 18 March 1968 at Kansas University)

INTRODUCTION

What is the Mayors' Covenant for Fair and Sustainable Well-being?

It is an alliance between the primary elements of the institutional socio-cultural fabric from which we can start to create the social structure of the future; it is a political initiative that aims to inform and support the initiative of the European Commission 2020-2030, with a proposal based on the twenty years of experience of Cittaslow International's member towns, which are present in 18 European countries. .

What are the objectives of this new Covenant?

Our macro-objective is to increase the level of citizens' well-being.

In our view, the current climate and energy framework 2030, which sets three main objectives to achieve, a reduction of at least 40% of greenhouse gas emissions (compared to 1990 levels), a minimum share of 27% from renewable energy, an improvement of 27% in energy efficiency, includes targets which are "necessary but not sufficient" to ensure the health and well-being of European citizens in the coming decades. The area of socio-economic intervention must be enlarged by adopting a broader and more multisectoral approach, such as that employed by the European Cittaslow towns.

The Mayors' Covenant for Fair and Sustainable Well-being is therefore consistent with the perspective already outlined to move to economic competitiveness with low carbon emissions by 2050 and the White Paper on transport, but it goes further in including in "well-being" essential categories such as sustainability that is not only environmental but also social, shared social responsibility (as also noted by the Council of Europe), redistribution of income and social justice, active citizenship, and fulfilment that is not only material but also cultural and social for people of all ages.

The goal can be achieved through the commitment of resources in many fields and through the choice of diverse targeted strategies.

The experiences gained by the Cittaslow International Association, both as individual municipalities and as an international network, allow us to identify the priorities for intervention on two levels:

- in terms of intervention in specific sectors.
- in terms of the strategies and (operational) applications, identifying which can be the best levers on which to intervene to achieve the goals given/set.

In addition to themes and objectives, it is necessary to define a multiplier instrument.

This multiplier engine is represented for us by a shared and synergistic approach of the minimum elements of the social infrastructure from which we start, or from the towns, as has happened for the Mayors' Covenant for Energy and Sustainability, an extraordinary initiative of the European Union that has made the towns and their mayors the protagonists. It has led to the possibility of achieving important objectives such as lower carbon emissions in relatively short times, but above all it has promoted a great deal of involvement of local communities in projects, and a widespread greater awareness of sustainability and transport issues, producing a real cultural change in communities.

Recently the European Union (EU) has created a framework for the protection of biodiversity, species and natural habitats that has no equal in the world. A new action plan designed to ensure an innovative vision of our living environment and its relationship (town-country relation) so as to vigorously protect nature, but also to improve the quality of life of Europeans and create economic benefits. The new action plan provides for 15 actions aimed at strengthening the application in the field of EU environmental regulations, in order to fully exploit its potential in favour of nature, citizens and economics. In this direction, important and high-priority factors for the creation of wealth aimed at collective well-being and individual benefits are integrated and intertwined.

By imagining our towns as nodes to be connected to each other to create a new worldwide fabric through which to foster a future of prosperity for our citizens, the themes proposed by the EU must evolve into the regeneration of visions, processes and actions integrated in the town-surrounding territory relationship leading to a new model of approach to creating the conditions for the social structure of the future.

AN OPEN GUIDE FOR FAIR AND SUSTAINABLE WELL-BEING

1. SUSTAINABLE ECONOMY/CIRCULAR ECONOMY

The new economic model in towns is a model highly concentrated on the environment, the general reach of the circular economy produces more happiness, well-being and health. The United Nations Agenda 2030 for Sustainable Development and the Paris Agreement on Climate Change, both adopted in 2015, are two fundamental contributions to guide the transition towards a model of economic development that has as its objective not only profit and profitability, but also social progress and environmental protection.

In-depth analyses on: Objectives, actions and monitoring and measurement tools

The circular economy suggests an innovative approach to raw materials, products and waste and a regenerative vision, based on the following 4 key measurements:

- 1) Production
- 2) Consumption
- 3) Waste management
- 4) Promotion of markets for secondary raw materials

2. NATURAL HERITAGE (or the value of natural biodiversity) IN COOPERATION WITH EUROPARK (European association of protected areas and natural parks)

Our economic prosperity and our well-being depend on the healthy state of Natural Heritage, including the ecosystems that provide essential goods and services: fertile land, forests, productive seas, drinking water, pure air, pollination, flood prevention, climate regulation. The concept of "Natural Heritage" has been borrowed from the economic sector to indicate the value in physical, monetary and well-being terms offered by biodiversity to mankind. The new EU challenges for natural heritage are incorporated into the new action plan designed to ensure not only the vigorous protection of nature, but also to improve the quality of life of Europeans and create economic benefits.

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- the 4 EU objectives

- the 15 EU actions
- important and high-priority factors for the creation of wealth aimed at collective well-being and individual benefit.
- ecosystem services (water, air, soil)
 - **support for life (such as the nutrient cycle, soil formation and primary production),**
 - **supply (such as food production, drinking water, materials or fuel),**
 - **regulation (such as climate and tide regulation, water purification, pollination and pest control),**
 - **cultural values (including the aesthetic, beautiful, inspirational, creative, spiritual, educational and recreational).**

3. CULTURAL CAPITAL

Cultural capital consists of the social heritage of a person (education, intellect, style of speech and clothing, etc.) which promotes social mobility in a stratified society. Cultural capital functions as a social relationship within an economy of practices (exchange system) and includes all tangible and symbolic assets, without distinction, that society considers rare and worth seeking and preserving. As a social relationship within an exchange system, cultural capital includes the accumulated cultural knowledge that confers social status and power. (ref. Pierre Bourdieu)

In-depth analyses on: Objectives, actions and monitoring and measurement tools

- multilevel governance, with due respect of the principle of subsidiarity, to ensure that benefits are provided for people at all levels;
- involvement of stakeholders, ensuring that their participation is possible at all stages of the decision-making process;
- interaction between the material, immaterial and digital cultural heritage, respecting and promoting its social, cultural, symbolic, economic and environmental values;
- across-the-board policies, so that cultural heritage contributes to the objectives of different strategic sectors, including smart, sustainable and inclusive growth;
- sustainable tourism strategies and the cultural and creative sectors, which actively involve local communities in order to encourage the provision of high-quality sustainable cultural tourism and contribute to the revival of urban and rural areas, while safeguarding their integrity and maintaining the cultural value of their heritage, as well as achieving a balance between economic opportunities and citizens' well-being;

4. TOURISM (Cittaslow Tourism)

The scenario of the integration of natural heritage and cultural capital represented by the LANDSCAPE (*European Landscape Convention*) leads to the renewed relationship with the most important business on the planet: tourism. This involves that time and place inherent to territories, protection of the experiences and specific identity, pride of belonging and diversity, giving meaning to the new tourist business, carrying capacity, awareness of the limits, artisan inclusion, gastronomy and slow culture.

In-depth analyses on: Objectives, actions and monitoring and measurement tools

- Innovating, specialising and including what is on offer (natural heritage and cultural capital)
- Increasing the competitiveness of the tourism system
- Developing effective and innovative marketing
- Creating efficient governance and participation in the process of developing and defining local strategies and tools of monitoring and measurement

5. AGRO-ECOLOGY

It is now clear that humanity needs an alternative paradigm of agricultural development that promotes more stable agriculture in ecological, biodiverse, resilient, sustainable and socially fair terms. The basis of this new paradigm is the multitude of agricultural systems with an ecological rationale that have been developed in hundreds of millions of small farms that today produce much of the food consumed in the world and do so mostly without modern agri-technical inputs. Agro-ecology represents this paradigm: a dialogue between traditional agricultural knowledge and modern agricultural sciences that uses ecological concepts and principles to design and manage sustainable agro-ecosystems where external inputs are replaced by natural processes.

In-depth analyses on: Objectives, actions and monitoring and measurement tools

- agro-ecology enhancement
- development of organic districts and food districts
- production of healthy local food (“good, clean, right”)

6. COMMUNITY SERVICES - NEW WELFARE

The revolutions in progress linked to the knowledge economy, to the unstoppable spread of robots and artificial intelligence, to the impact of the fourth industrial revolution, lead to new challenges, for example, to the very conception of work and how to conduct it throughout the lives of the planet’s citizens.

Citizens want health services most of all. Next, childcare and education, such as reimbursement for school textbooks, canteens, crèche fees. Finally, there are those who opt for supplementary health insurance. Issues for which “secondary welfare” is trying to give or develop answers thanks to interventions designed, developed and implemented by private bodies, both for-profit and non-profit, which aim to cover the gaps left by public welfare systems, i.e. by the State.

In-depth analyses on: Objectives, actions and monitoring and measurement tools

HEALTH and HEALTHCARE

Innovations in healthcare provision models, which, faced with improvements in the quality of healthcare services, allow for a reductions in costs, introducing technical and technological innovations to be tried out in local communities with particular attention to so-called rural areas which achieve economies of scale with difficulty. Developing adequate service structures in the surrounding areas too, telemedicine.

EDUCATION AND TRAINING

The highest priority for service to communities is education and training. The urgent need to increase awareness in the new generations about the cultural and environmental resources present in the territory, associating with the transfer of methods and models skills and knowledge too, specific education that leads new generations to grasp as a priority the starting background and the value of natural and cultural resources in their own territory.

TRANSPORT

High-quality transport: integration and slow mobility of cycling/walking, sharing, elastic demand, vehicles with low environmental impact, freight logistics

7. POLITICS AND INSTITUTIONS

Leading us directly to creating the European "green citizen".

New European culture, fundamental role of the basic core of European construction, the town.

We are the towns and we are going to affect development, and the participation of citizens too.

Capacity building: construction of (good) administration.

What have you done to improve your community? What strategic lines do you want to pursue?

Political institutions: civic and political participation, how the institutions are perceived, good practices, shared administration.

8. SUBSIDIARITY: FROM OPEN GOVERNMENT TO OPEN GOVERNANCE

The so-called "enabling platforms" must be designed for “the construction of a new kind of common good, a large technological and immaterial infrastructure that lets people and objects dialogue, integrating information and generating intelligence, producing inclusion and improving

our daily life". It is a question of understanding how to recreate that fabric of connection between local actors of innovation that the crisis of representation and intermediation has contributed to dissolving. How to make a system from the diverse vital energies scattered over the territory. How to build an open socio-technical platform capable of enabling collaboration between local and national actors of innovation, through which objectives and results are not defined from the top down but are the result of the interaction between the parties. The operational data and instruments are released for them, together with local actors (businesses, local institutions), in order to build new innovative services and to bring innovation to existing ones. Overcoming the bureaucratic model by fully adopting the paradigm of open government is achieved through the concrete application of the principles of horizontal subsidiarity aimed at promoting the autonomous initiatives of citizens, be they individuals or associations, to carry out activities of general interest.

9. DIGITAL LAYER

The predictive models relevant to production and sustainable development develop scientific analyses with ever greater capacity based on stratified digital dynamic networks. The correlation between cognitive processes and social, relational and economic dynamics is now recognised, thanks to the studies of artificial intelligence and cognitive psychology, which has had a significant impact at the educational and social level.

- The market is replaced by a digital ecosystem characterised by a greater fluidity and interchangeability of actors in the field. The positions occupied in any given transaction become endogenous to the transaction itself, making the definition of the relevant markets completely mobile, as well as the same competitive dynamics acting on its authority, leading to a series of new economic and regulatory questions.
- The economic scenario that emerges is that of an unprecedented multilayer market, characterised by the extreme fluidity not only of transactions but also of the role played each time within them by the different actors.
- The OTTs assert this, new players with lightweight and innovative production and business structures, capable of moving transversely to clearly separate areas of the media system and heedless of different geographic parts, be they economic-competitive or regulatory-governing.

10 MULTI-BELONGING

"Multi-belonging is the living expression of borders" (Wenger, 2006).

Each of us can be part of different communities of experience and therefore have different experiences of borders. But how do communities of experience organise their interconnections? According to Wenger, there are border objects that facilitate the task or, vice versa, can come to determine substantive intermediation factors. The first are "artefacts", documents, forms of reification around which communities create their interconnections. The second are "connections" made available by people who can introduce factors and elements of an experience.

For all 10 points, it is necessary and URGENT to develop innovative, integrated rating systems (from *Big Data to Big Science, with algorithms and methods that integrate computer science with artificial intelligence, physics with the study of the mind*) referring to the new indicators related to the objectives of Agenda 2030.