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## Presentation

*Riccardo Di Palma*

For several months the Province of Naples has been adjusting its territorial plan to the regulation of the regional law for landscape conservation and the Regional territorial plan (Ptr), in order to implement it as soon as possible and allow the province to have a uniform and definitive framework, useful for land protection and development. Our work follows the path of dialogue and synergy with other institutions, first of all the Campania Region, with which we are collaborating to give as much protection as possible to the provincial area, whilst promoting development, identifying potential areas for business and infrastructure, incentivising urban decongestion, yet conserving landscape heritage and rural activities of value.

With the Ptcp, the Province of Naples has a powerful tool for area management: first because it can analyse the strengths and weaknesses of the different parts of our complex territory; then it can provide an overall framework which enables the provincial administration to make suitable choices for balanced area development. The Ptcp is designed for a complex environmental system in which the Province, as a supra-communal institution with its broader vision, takes on board the demands coming from different quarters in terms of urban morphology, culture and needs. The real value of the Ptcp is measured in its ability to play a coordinating role, to be a synthesis for the guidelines of communal planning tools which, albeit autonomous and calibrated on specific opportunities, have to be consistent with the provincial plan. Hence the necessity to share the plan, based on

dialogue and confrontation: the Ptcp that the provincial administration presents to the *Comuni* and in general to operators in the area is therefore a sound starting point ready to be enriched by observations and suggestions which give the plan the effectiveness which only a real communion of intents can lead to any administrative action.

This communion of intents is essential to achieve the objectives that the Province has set itself with the Ptcp. The objectives are inspired by an intelligent stewardship of the land, able to conserve it without excessive constraints. Such stewardship means environmental restoration and enhancement which is translated into economic benefits and improvements in the quality of life for all the inhabitants of the province.

In order for the landscape value of the Ptcp to be recognized, the Province is set to enter into an agreement with the Region and the Ministry of cultural heritage, according to the extensive inventory of cultural and landscape heritage. This will simplify procedures for landscape authorization. And a similar agreement will be finally concluded with the Asi consortia (Industrial development area) to recognize the value of planning industrial areas. Faced with the risks and problems of the province, it is thus increasingly clear that we need a change in direction in area management, to prioritize environmental conservation and restoration creating 'active' policies that, as the European landscape convention recommends, require broad concerted cooperation, sharing of strategies and responsibility and openness to dialogue and confrontation.