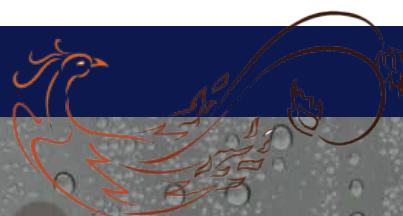


**progetto fenice**



**Rotary**

Distretto 2080



**Rotary**

Distretto 2090



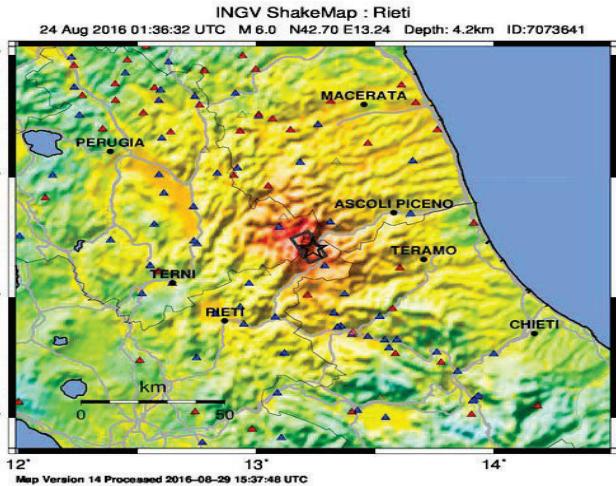
**Rebuilding  
Our future**



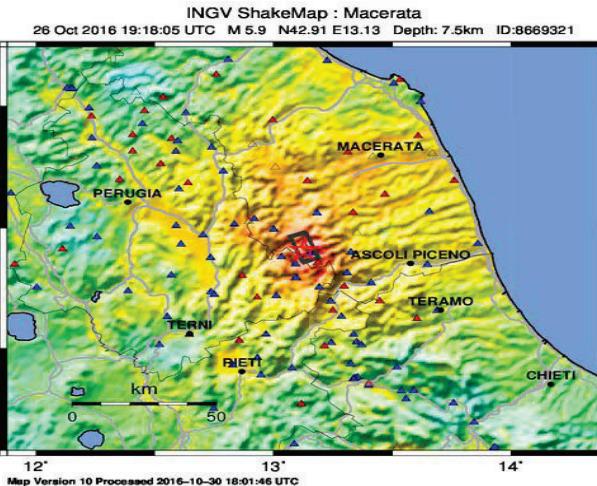
IL ROTARY  
AL SERVIZIO  
DELL'UMANITÀ



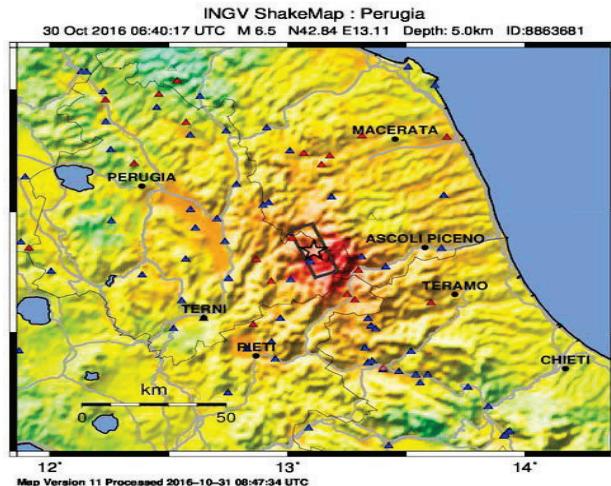
24 Aug 2016 - Mag 6.0



26 Oct 2016 - Mag 5.9



30 Oct 2016 - Mag 6.5

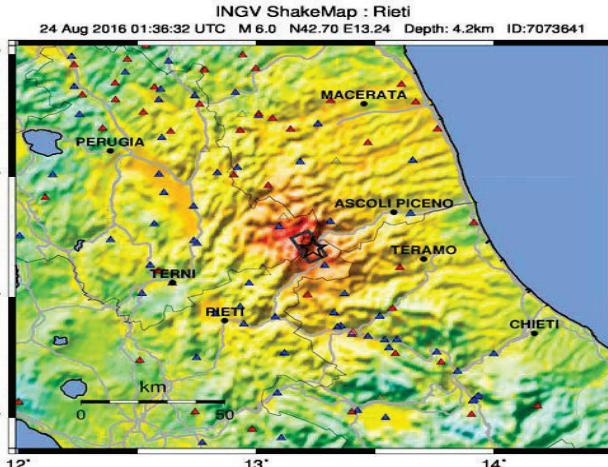


PERCEIVED SHAKING	Not felt	Weak	Light	Moderate	Strong	Very strong	Severe	Violent	Extreme
POTENTIAL DAMAGE	none	none	none	Very light	Light	Moderate	Mod./Heavy	Heavy	Very Heavy
PEAK ACC. (%g)	<0.06	0.2	0.8	2.0	4.8	12	29	70	>171
PEAK VEL. (cm/s)	<b>&lt;0.02</b>	<b>0.08</b>	<b>0.3</b>	<b>0.9</b>	<b>2.4</b>	<b>6.4</b>	<b>17</b>	<b>45</b>	<b>&gt;120</b>
INSTRUMENTAL INTENSITY	I	II-III	IV	V	VI	VII	VIII	IX	X+

Scale based upon Faenza and Michelin, 2010, 2011



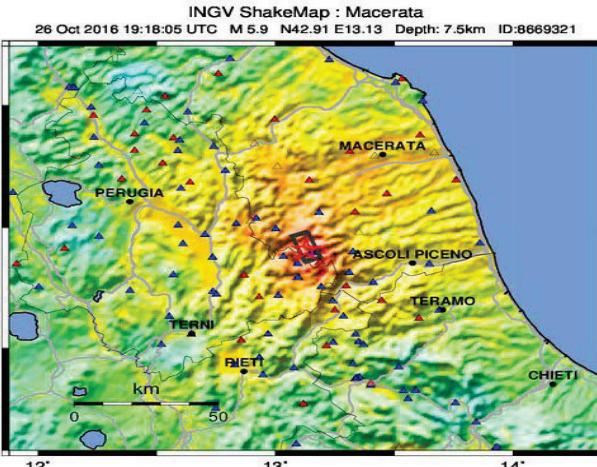
## The most affected places



**24 Aug 2016**

hr 3,36 mag. 6,0      epicenter Accumuli  
hr 4,33 mag. 5,4      epicenter Norcia

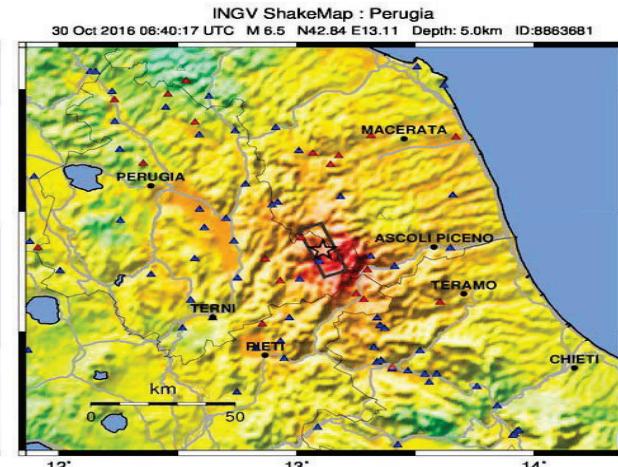
Amatrice (RI)  
Accumoli (RI)  
Arquata del Tronto (AP)  
Norcia (PG)



**26 Oct 2016**

hr 19,10 mag. 5,4      epicenter Castelsantangelo sul Nera  
hr 21,18 mag. 5,9      epicenter Ussita

Castelsantangelo sul Nera (MC)  
Visso (MC)  
Ussita (MC)  
Preci (PG)

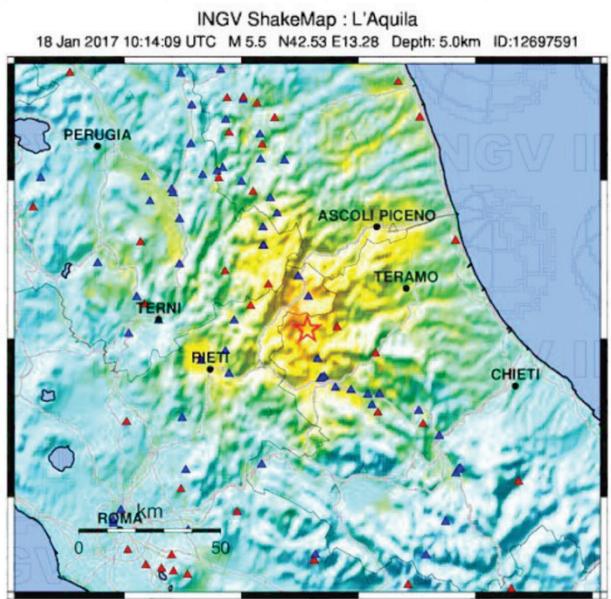
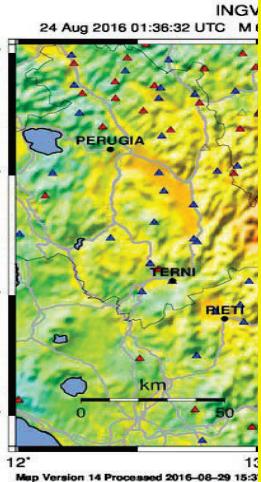


**30 Oct 2016**

hr 7,40 mag. 6,5      epicenter Norcia

Norcia (PG)  
Castelluccio di Norcia (PG)  
Camerino (MC)  
Castelsantangelo sul Nera (MC)  
Visso (MC)  
Ussita (MC)  
Preci (PG)

24 Aug 2016



18 Jan 2017

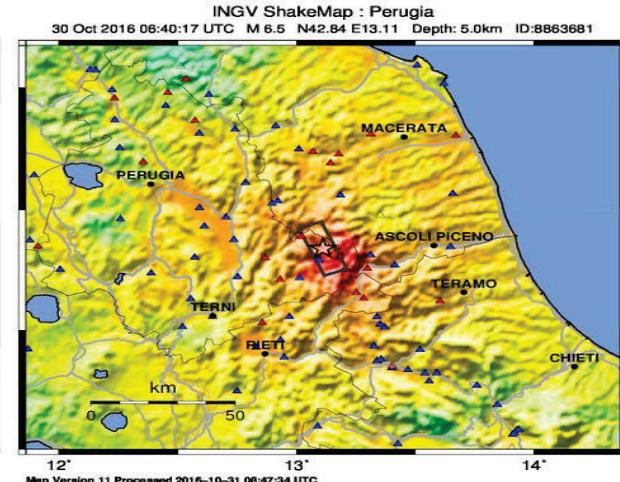
- |                   |           |             |
|-------------------|-----------|-------------|
| hr 10,25 mag. 5,1 | epicenter | Montereale  |
| hr 11,14 mag. 5,5 | epicenter | Capitignano |
| hr 11,25 mag. 5,4 | epicenter | Capitignano |
| hr 14,33 mag. 5,1 | epicenter | Pizzoli     |

Montereale (AQ)  
Campotosto (AQ)  
Capitignano (AQ)  
Pizzoli (AQ)  
Amatrice (RI)  
L'Aquila

# Four The three days that rocked our territories

Aug 5.9

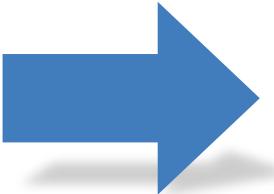
30 Oct 2016 - Mag 6.5



Magnitude	Strong	Severe	Violent	Extreme
moderate	Mod./Heavy	Heavy	Very Heavy	
12	29	70	>171	
6.4	17	45	>120	
VII	VIII	IX	X+	

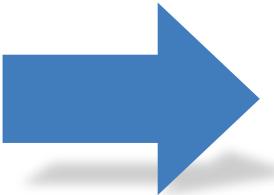


**Existing assets**  
(private, public,  
historic/artistic heritage)



**Public  
resource**

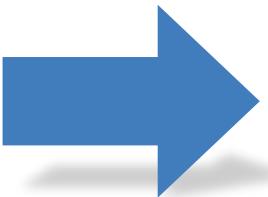
**New buildings**



**Private  
initiative**

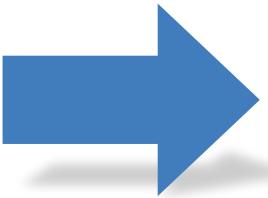


**Important towns**



**Strong identity**  
Many problems but  
guaranteed rebirth

**Smaller towns**

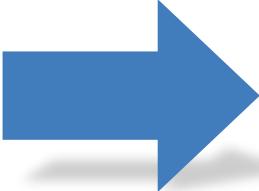


**Loss values**  
Serious risk of  
depopulation



What to do?

Support and  
revitalization of the  
economis



Typical product

Agriculture  
Livestock  
Craft

Tourism

Historic heritage  
Religion  
Parks and Nature

New economy

Computer  
Communication  
and Design  
Advanced services

Opportunity  
to younger



## Our project:(1)

### Multifunctional center

- Aggregation center
- Service center
- Office for new economic initiatives  
(Small, by public announcement)

200-300 mq

An earthquake resistant  
structure modular scheme  
(Expandable as resources permit)

More interventions in several locations,  
in subsequent times gradually with the  
economic harvest.

Possibly in very visible places



## The digital highways

They are the main infrastructure for any modern economic activity

Realization of satellite internet connections





## Territorial marketing

- 1) Creating supportive collective mark
- 2) Create professional e-commerce
- 3) Professional marketing activities
- 4) Image consulting
  - In favor of local products
  - In favor of tourism activities





## Tutoring services

Commercial, legal, tax,  
contract tutoring business

Managed by «Project Virgilio»  
that means, by volunteers,  
true professionals and  
entrepreneurs Rotarians



## Starting credit

Delivered by affiliate banks  
Backed by District Guarantee Fund  
No guarantee required from beneficiaries





## Creating the first startup

- 1) Company or service cooperative with tourism activities
- 2) Company or cooperative service for e-commerce management

Entrust young people chosen by public tender will use other facilities provided



## Activating a business growth

Many local activites (especially agriculture and typical products) are not actual companies, and are not organized for effective marketing !!

Tutoring for the reorganization of assets, compliance with regulations, etc.

By the «Project Virgilio» and trade associations



## 3 commission (ALREADY FORMED):

- Activities for the design of construction projects (*multi-pole*)
- Activities for the design of intangible interventions (*local marketing, e-commerce*) and infrastructure (*satellite connections and dissemination*)
- Tutoring (*project Virgilio*)





## Timing

### PART 1: OPERATIONS TO SUPPORT ECONOMICS ACTIVITY

- Name and Brand choice: already done (specific announcement)
- Implementations calls for action: March 2017
- Realization eCommerce site: March-April 2017
- Design marketing activities: March-April 2017
- Realization of marketing activities: May 2017 – April 2018
- Agreement with banks for the guarantee fund: February-March 2017
- Tutoring (*project Virgilio*): according to requests, from April 2017



## Timing

### PART 2: BUILDING MEASURES

- Site definitions: February-March 2017
- Executive designs: March-June 2017
- Concession permission: July-August 2017 (dependent of municipality)
- Realization interventions: 10-12 month



## PREVISIONAL COSTS

Rotary Palace (n.4 interventions of ca 200 mq) *	1.088	progressive, to increment in subsequent years
Web e Marketing	40	for 1 year, to look out in the next years
Guarantee fund	40	Would be multiplied with a factor of 10 to 20 times
Tutor	20	Live cost assumed (but in the next years)
<b>TOTAL</b>	<b>1.188</b>	

(\*) building interventions are modular, for each individual intervention groups can be a modular extension to about 100 square meters, can be realized following on the basis of availability that are going to add in later years