



**PREFECT'S VILLA: A
*GREEN HEART THAT
COMES BACK TO LIFE***

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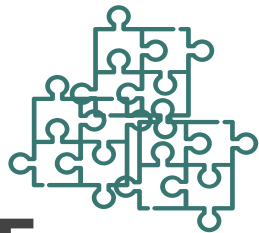
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ABOUT THE PROJECT

Our research will focus on requalifying of the **Prefect's Villa** in Potenza. This initiative aims to establish a system of historical and monumental parks within the city, through the physical recovery, enhancement of assets and their set up.

Theme: **Environment**



5 KEYWORDS

STRATEGIC LOCATION

ENHANCEMENT OF
GOODS

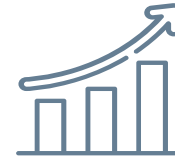
PROMOTION OF
POTENZA

COHESION

NATURAL THEATRE

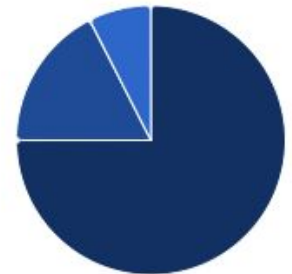
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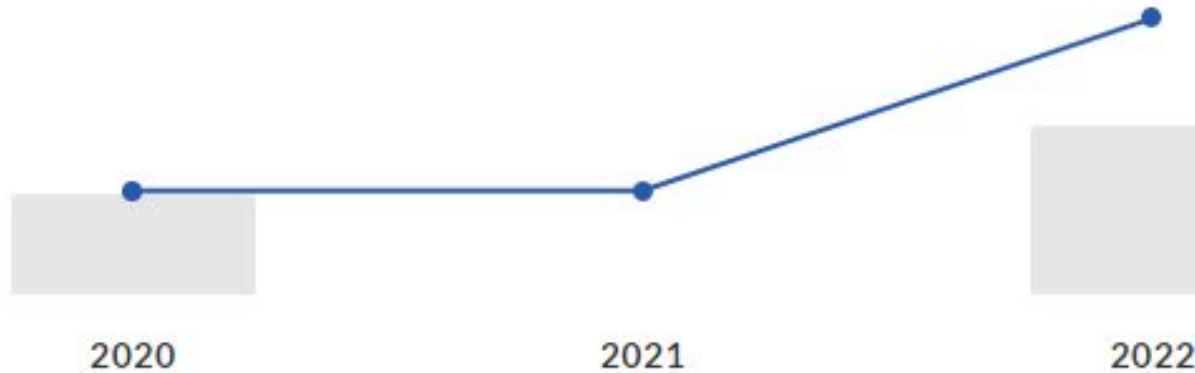
CONTEXTUAL INFORMATION



The funds for the redevelopment of the Prefect's Villa are **€ 1,200,000**, of which **€ 900,000** financed by the EU (75%), **210,000 €** obtained from the revolving fund (18%) and **90,000 €** provided by the region (8%).

● European Union	900,000
● Revolving Fund	210,000
● Region	90,000





In 2020= 28,884.6€ (2%)
In 2021= 28,884.6€ (2%)
In 2022= 76.657,46€ (6%)

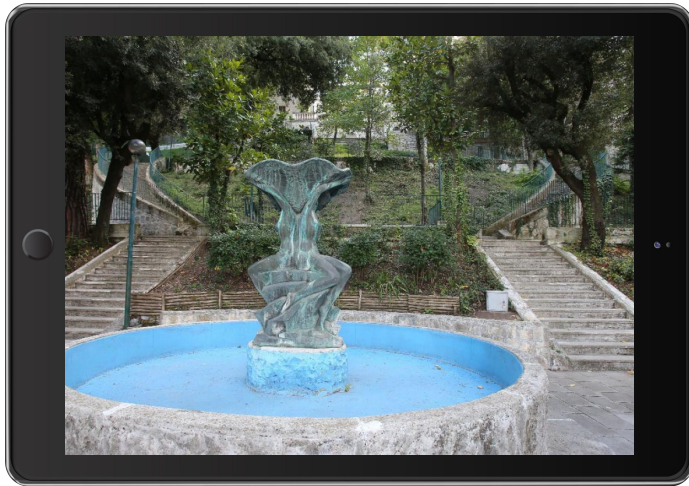
expected start: 15/09/2022
planned end: 15/09/2023

03

EXPERTS ON THE THEME



Building and Heritage Office



04

COMMUNICATION FORMAT AND INVOLVEMENT STRATEGY

Social media (X, Instagram,
Facebook and YouTube).

05

ADDITIONAL RESEARCH

- **Online research methods**, including network analysis and various techniques for extracting online data and metrics;
- **Content analysis** involves systematically analysing text corpora to understand recurring themes;
- **Research using other secondary data**, such as official documents and websites.



06

VALUE FOR THE COMMUNITY

Our research may capture the interest of both **citizens and tourists**.

It has the potential to prompt actions, raise awareness on the subject, and encourage a renovation plan.

