

VIAREGGIO – ITALY

Charming life within a competitive local productive system



On-going processes within the partnership | Viareggio, Italy

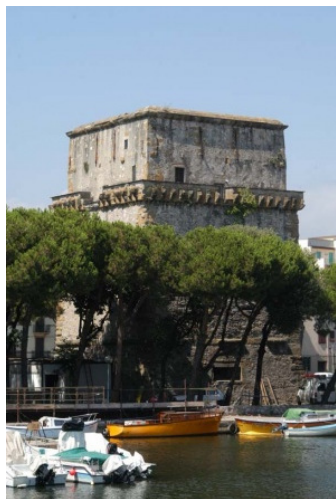
Viareggio is a city in Tuscany, central Italy, in the province of Lucca. Situated along the sea-side, with more than 63.000 inhabitants is the second town in the province, after Lucca.

The economy of Viareggio is based on **tourism**, craft, industrial activity, fishing and floriculture. Concerning the industry Viareggio is home of a **World leading cluster in shipbuilding**.

Viareggio is also well known for its Carnival with allegorical floats made of papier-maché that parade along the promenade in the period before Easter.

The local plan pursues sustainable development of the municipality of Viareggio through the conservation, protection and enrichment of local resources by establishing the conditions for giving quality settlements, and to achieve environmental regeneration of the city.

Moreover the plan indicates and promotes urban municipal actions to improve the protection of cultural heritage, processing and recovery of existing buildings.



To that end, the local plan has the following objectives:

- The City of the Right Opportunities;
- The Compact and Polycentric City;
- The City of History and Recognizable Beauty;
- The City of the Spreaded Learning;
- The City of responsible Participation.

The vision of the City Council is to approach the city as a creative cluster given the “creative assets” of this pleasant town. So, the participation in the URBACT network will take the form of a Local Action Plan on “the Creative City”, a plan to be delivered in the context of the existing city strategic framework.

