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Territory: A Living Book To Be Able To Read Which Inspires and Contaminates Feelings of Wellbeing.

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Abstract

The world turns quickly in the current phase of globalization, and the themes of sustainable development are part of this transformation. In this context the territory plays a fundamental role. The importance of the territory is underlined especially in cases of natural disasters that cause serious damage both material and social, thus affecting the wellbeing of entire communities. It is time to change significantly the way to govern the problem. The territory must be preserved, managed and promoted with an holistic approach so that it can deploy to local population the full potential of intelligent and cognitive system based on the new paradigm of the tradi-ovation. This work introduce a new approach which can address new generations to understand the territory for a new era of people wellbeing.

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1. Introduction

The world turns quickly in the current phase of globalization, and the themes of sustainable development are part of this transformation. Many things have changed since the 2000 launch of the Millennium Development Goals (SDGs). The international debate is in full swing, trying to integrate goals and governance towards sustainability transformation on three main topics:

- SDGs in terms of planetary wellbeing

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- SDGs in terms of human wellbeing
- Governance and SDGs

In this context the territory plays a fundamental role. Europe territory is characterized by a strong presence of rural areas. After the European Commission adopted in 2010 a new method of classification of rural areas based on a variation of the previous OECD's method, approximately 52% of European territory is classified as predominantly rural, 38% intermediate and only 10% predominantly urban (European Commission, 2013). Nevertheless, for over a century, the traditional assumption that urban areas provide a different way of life and usually a higher standard of living than rural areas, supported the powerful trends of industrialization and urbanization that have steadily altered the economic, social and political condition of rural areas.

The importance of the territory is addressed especially in cases of natural disasters that cause serious damage both material and social, thus affecting the well-being of entire communities. It is time to change significantly the way to govern the problem. From an "emergency management" to an "innovative and preventive management" of the territory with a proactive and "bottom up" participation of those who are facing this problems.

2. Territory: Why, What, Who?

2.1. Why the territory

The situation in the world and specifically in many countries, shows a trend of continuous degradation and the use of land for other purposes than agriculture (Coldiretti, 2014). This results from the inability of both local and national governments to cope with the hydrogeological instability, which occurs more and more frequently even in view of the looming effects of a global change in the climate. According to estimates, the global damage calculated for 2011 amounted to over 311 billion dollars (IFRC, 2011).

The territory is a physical substrate (soil, arable land, water, forest, biodiversity, renewable energy, non-renewable resources, landscape, buildings and infrastructures, etc.), where economic, social, historical and cultural aspects are stratified (Romstad, 2010). Being innovative activities, the actions of territorial programming and planning must be carried out, and strongly supported by an appropriate and widespread use of advanced instrumentation of Information and Communication Technology. The GIS, GPS, DSS and broadband Internet should be the key elements of a "user-friendly" store of knowledge in modern management of the process of the sustainable development strategy. Taking the territory into consideration is an indispensable way to guarantee the sustainable future of any activity in rural areas.

2.2. What is the territory

The territory is an open book written in ink that we cannot normally read. But it is our duty to make it readable to everyone with an innovative, smart and skilled approach. This because the territory has different roles and functions, as in the following open list:

- showing and representing
- telling stories
- speaking
- singing
- smelling
- tasting
- stimulate feelings
- catalyzing creativity
- stimulating inventiveness
- attracting
- inspiring
- intriguing

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