**PRESS RELEASE**

**“VALORE PAESE - FARI” PROJECT (OUR NATION’S VALUE – LIGHTHOUSES):**

**THE AGENZIA DEL DEMANIO (THE ITALIAN PUBLIC REAL ESTATE AGENCY) ANNOUNCES THE LAUNCHING OF THE PROJECT DEDICATED TO THE REDEVELOPMENT OF ABANDONED LIGHTHOUSES AS TOURIST ACCOMODATIONS**

**Rome, June 10th 2015** – Eleven lighthouses in Italy to be given new life to as accommodations for nature, culture and environment-based tourism: unique locations to contribute to enhance the territorial economy and generate employment through the instrument of the long-lease. The “**Valore Paese – Fari”** **(The Nation’s Value – Lighthouses**) initiative is announced by **Roberto Reggi**, the Director of the Agenzia del Demanio (the Italian Public Real Estate Agency), in the presence of **PierPaolo Baretta**, undersecretary of the Ministry of Economy and Finance, **Dario Franceschini**, Minister of Cultural Heritage and Activities and Tourism, and **Roberta Pinotti**, Minister of Defense, during the event at the Foreign Press Association in Rome, introduced by **Donatella Bianchi**, sponsor of the project, journalist Rai/LineaBlu and president of WWF Italia.

**The first State-owned assets to enter in the “lighthouses network” are located in the Regions of Sicily, Calabria, Campania, Puglia and Tuscany**: the “Brucoli” lighthouse in Augusta (Syracuse, Sicily), the “Murro di Porco” lighthouse in Syracuse (Sicily), the “Capo Grosso” lighthouse on the Island of Levanzo - Favignana (Province of Trapani, Sicily), the “Punta Cavazzi” lighthouse on the Island of Ustica (Palermo, Sicily), the “Capo d’Orso” lighthouse in Maiori (Salerno), the “Punta Imperatore” lighthouse on the Island of Forio Ischia (Naples, Campania), the “San Domino” lighthouse located on the Tremiti Islands (Foggia, Puglia) and four assets proposed by the **Ministry of Defense**, the “Punta del Fenaio” lighthouse and the “Capel Rosso” lighthouse on the Island of the Giglio (Grosseto), the “Formiche” lighthouse in Grosseto (Tuscany) and the “Capo Rizzuto” lighthouse in Isola di Capo Rizzuto (Crotone, Calabria).

**The project has the aim to enhance these absolutely beautiful assets starting off from a sustainable and innovative business idea**, with a touristic «green key» method that sustains the know-how, the development and the safeguard of the surrounding territory in which they are located. The regulatory instrument will be the long-lease for periods up to 50 years, through which the assets can be leased to private organizations for touristic projects with high potentials for the territories in which they are located, involving private-public partnerships also for important social benefits for the communities.

With this aim the Agency and the Ministry of Defense has issued, starting from today and for the next two months, an **online public consultation**, addressed to whoever is interested to offer their own contribution regarding the project itself: public administrations, private citizens, associations, market operators, interested businessmen and possible future concessionaires. To participate, it is necessary to fill out the form that can be found on-line on the website [www.agenziademanio.it](http://www.agenziademanio.it) at the dedicated page “Progetto Fari”. The responses received will be used to orient the different redevelopment scenarios and the standards for the processing of the tenders. The tenders will be issued in autumn 2015 and will be closed in the first months of 2016, in order to award the best proposal received, both in terms of business project and in terms of economic-financial sustainability capacities.

The Lighthouse Project is part of a bigger project called **“Valore Paese”,** the Agenzia del Demanio’s project of the redevelopment of the Italian Public Real Estate Patrimony through the synergy between the tourist, artistic and cultural sectors, but also with the help of the economic development and the territorial cohesion. In this way, the redevelopment of the public properties owned both by the State and the Local Authorities have the possibility to be considered not anymore only in terms of costs for the community, but also as a significant incentive of social and territorial development, in a logic of a public-private partnership.

“Valore Paese” is promoted by Agenzia del Demanio, in cooperation with Invitalia and ANCI - Fondazione Patrimonio Comune, with the partnership of other Public Authorities (Ministries of Defense, of Cultural Heritage and of Economic Development; Regional Conferences and Independent Provinces) and private subjects (Banks such as «Cassa Depositi & Prestiti», «Sport Credit Institute»; Confindustria, Hotel Confindustria Italian Association, Assoimmobiliare).

All the information concerning “Valore Paese – Fari” can be found on [www.agenziademanio.it](http://www.agenziademanio.it) at the dedicated page “Progetto Fari”.

|  |  |
| --- | --- |
|  |  |