



CASE STUDY N°15



ORGANISMO DI RICERCA
SOCIETÀ CONSORTILE A R.L. SENZA SCOPO DI LUCRO

Organisation: Private research body - EXO

Sector: Agriculture


Location: Montagna Potentina (33 municipalities), Basilicata Region, Italy



Funded by the European Union

This project has received funding under the European Union's HORIZON EUROPE Research and Innovation Actions under Grant Agreement No. 101112860 and its associated partner UICN is funded from the Swiss State Secretariat for Education, Research and Innovation (SERI).

Project funded by

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

The Montagna Potentina Living Lab operates in the area of Montagna Potentina in the Basilicata region, covering 33 municipalities. Its purpose is to co-create innovative, climate-resilient solutions that enhance liveability, sustainability, and territorial attractiveness. The initiative aims to develop one shared nature-based solution together with residents and partners to reduce environmental risks, support sustainable agriculture and forest care, and improve fair access to essential services.

The area, located within the Lucanian Apennines ecological corridor between the protected areas of Pollino and Cilento, faces significant environmental pressures, including oil and gas extraction, air emissions near industrial sites, fragile headwaters, stressed soils, invasive species, and increasing risks of fire and drought. These challenges intersect with social issues such as limited services, uneven connectivity, seasonal employment, and youth outmigration.

The Living Lab seeks to transform Montagna Potentina into a model for sustainable rural development by combining digital innovation, nature-based climate resilience solutions, and community-driven strategies. By linking farm and forest practices with low-impact mobility, tourism, and open data for everyday decision-making, the initiative aims to create tangible value while empowering local communities and fostering long-term environmental, economic, and social sustainability.