

## Festival of Good Living

### CHANGE! Good practice factsheet

**Title of good practice/initiative**

Green Night and Good Living Week

**Image/photo of good practice/initiative**



**Description** of the good practice /initiative: history, activities, number of involved people, territorial scope, current scale, future plans, impact and benefits (**Max. 400 words**)

The Week of Good Living is the event that Romagna Region, and in particular the city of Forlì, dedicate to best practices, insights and actions a well-being culture expresses. Since the first edition, held in 2010, the event has promoted actions and projects related to the common good, reflecting the cohesion between genders, generations and cultures. Every year a peculiar theme is chosen from the following areas: Ethic and Social Economics, Common Good, Culture, Food, Health, Well-being and cohesion. And each year several big guests, national and international, are invited to discuss and think about the theme promoted. The title of the 2016 edition is "AN IDEA OF FUTURE". The Good Living week is now at its sixth edition and involves an audience of over 30,000 people with more than 150 events, more than 7,400 fans on Facebook. Since some year the Good Living week is held jointly with the Green Night. The success is guaranteed by the involvement of many partners that promotes events, appointments, meetings, workshops, performances that are the core of the initiative.

**Brief description of how the specific local public service has been challenged** (with figures, if possible)

The municipality/public services involved every year are different depending on the themes at stake. Within the framework of the initiative several event concern specifically a new reading of needs and offers of the public service delivery. For example, for this year, the Centre for Innovation and Economic Development of the Chambers of Commerce of Forlì-Cesena in collaboration with the Good Living Week Team has prepared a public questionnaire on "Forlì of the future/the city I desire" which will be distributed to citizens and the results will be illustrated to local policy makers.



**European Union**  
European Regional Development Fund



**Role of the municipality** within the process (e.g. how the municipality facilitates or coordinates the process to systematise/upscale a civic initiative)

The Municipality is a promoter of the initiative jointly with other organizations e.g. Bank Foundation, Cooperatives. There are two working groups: at political level and at technical level. The two working groups decide on themes, decisions, applications (from anyone who is interested in organize its activities during the initiative). The Municipality contributes with its own financing and allows to use its own cultural buildings. The initiative involves many departments within the Municipality (ICT dep., occupation of public area unit, Family Centre, Culture Department, etc.).

**Budget** (in total and municipality's own contribution)

± 100.000 euro (The Municipality will contribute with a ca. 10 000€ co-financing).

**Key attributes (success factors)** enabling (municipal) staff to implement the project successfully

Effective collaboration with local private organizations, the involvement of different municipal department by means of a political decision and the creation of a formal group of work, periodical quick and efficient meeting, creation of an enthusiastic team

**Key internal, organisational, behavioural weaknesses** the municipality/organisation had to overcome during the process

Difficulties in the management of many single events that sometimes also overlap during the week and also for the topics concened, difficulties of some municipal services/departments to consider themeselves as the whole Municipality as and not only as a department/service/unit

**Links** to website for further information on the good practice/initiative

<http://settimanadelbuonvivere.it/>