

## #21 THE WELLNESS VALLEY

### VISIT WELLNESS VALLEY - CONSORZIO TURISMO BENESSERE

Private company initiative, 2002-ongoing

**Topic for advocacy** HEPA - Physical Activity and Health and Local Clubs / Cycling, Transportation and Active Travel / Sport facility management and Urban Planning / Education and Active Schools / Obesity and behavioural change

<http://www.wellnessvalley.it/index.php?chLan=eng>  
<https://www.youtube.com/watch?v=4VQkGrRt54o>

#### Description of the good example

The Wellness Valley is an ongoing initiative, launched by Nerio Alessandri in 2002, that aims to make the region of Romagna the first and leading district in the world for wellness expertise and quality of life. It draws inspiration from the local heritage: the people, traditions, history, art, nature, food, and wine. The project defines dual benefits by improving the quality of life of the residents as well as increasing the attractiveness of the territory both for tourists and for extremely qualified and creative workers. Every year the Wellness Foundation organizes a workshop which aims to take stock of the results obtained and sets new goals for the future. The region of Romagna wants to be a laboratory of good practices and excellence which will be developed and later transferred to other territories.

#### Target - Who can best use this example or document?

Private and tourism companies, health and wellness companies, youth practitioners and sport for development and peace (SDP).

*\*All information in this entry is sourced from the link above and contact mentioned in the document.*

#### Highlights and outcomes

##### Why could it be useful for your organisation and advocacy?

The initiative is a transferable and evidence-based practice that offers sustainable activation, partnership, education, and has local community approach. Civil society organisations can use it as guidelines to engage in active, cross-sectoral collaboration and develop the region.

#### Learning points - What can we learn from it?

How to find an interesting and innovative approach to promote physical activity through transforming the whole region, and promoting collaboration between all stakeholders. In addition, how to collaborate with other private companies and increase the level of physical activity in one region of Italy.

#### Further information

Visit Wellness Valley - Consorzio Turismo Benessere

[info@wellnessfoundation.it](mailto:info@wellnessfoundation.it)

<http://www.wellnessvalley.it/index.php?chLan=eng>