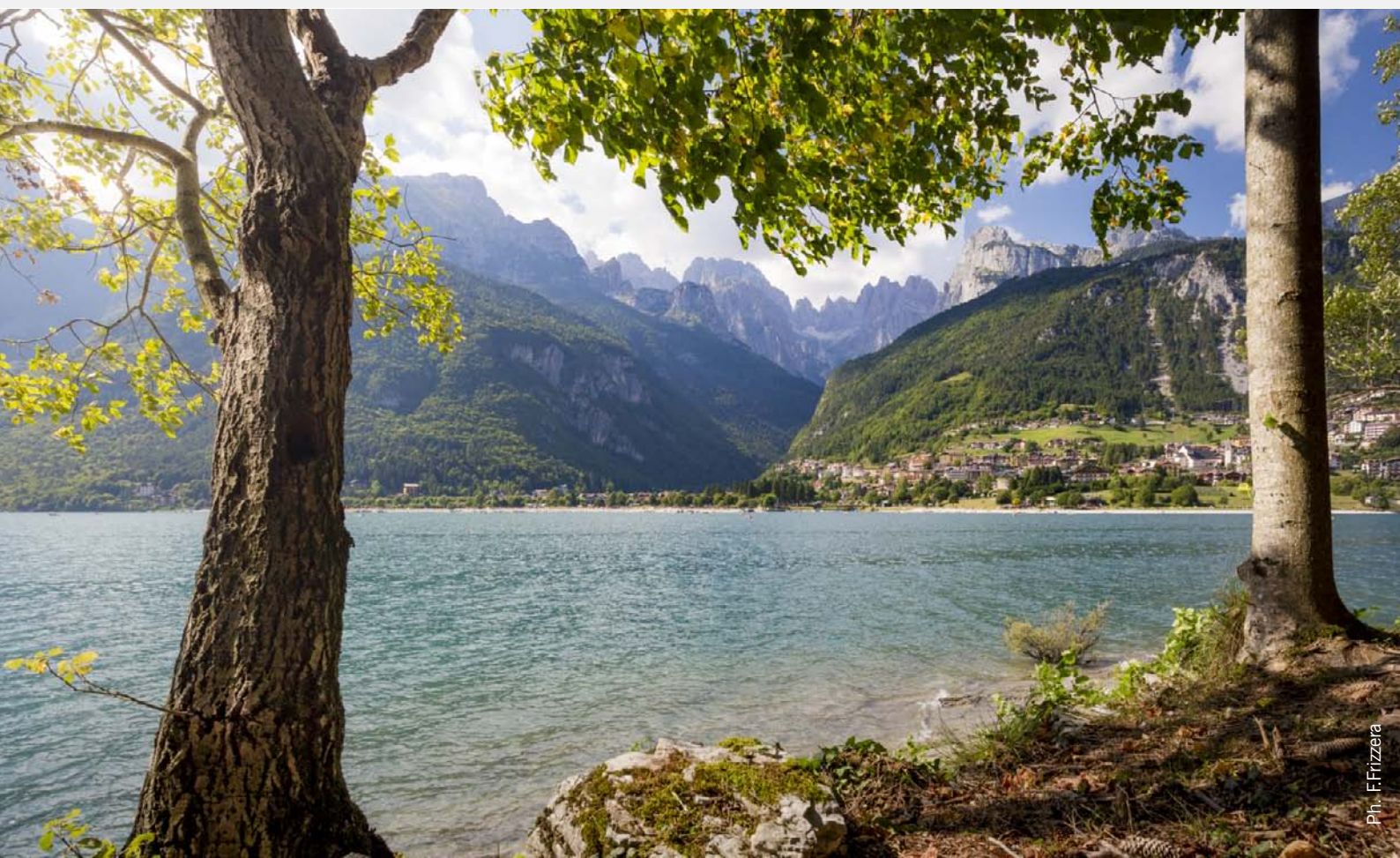




Comune di Molveno



# PORTFOLIO MOLVENO





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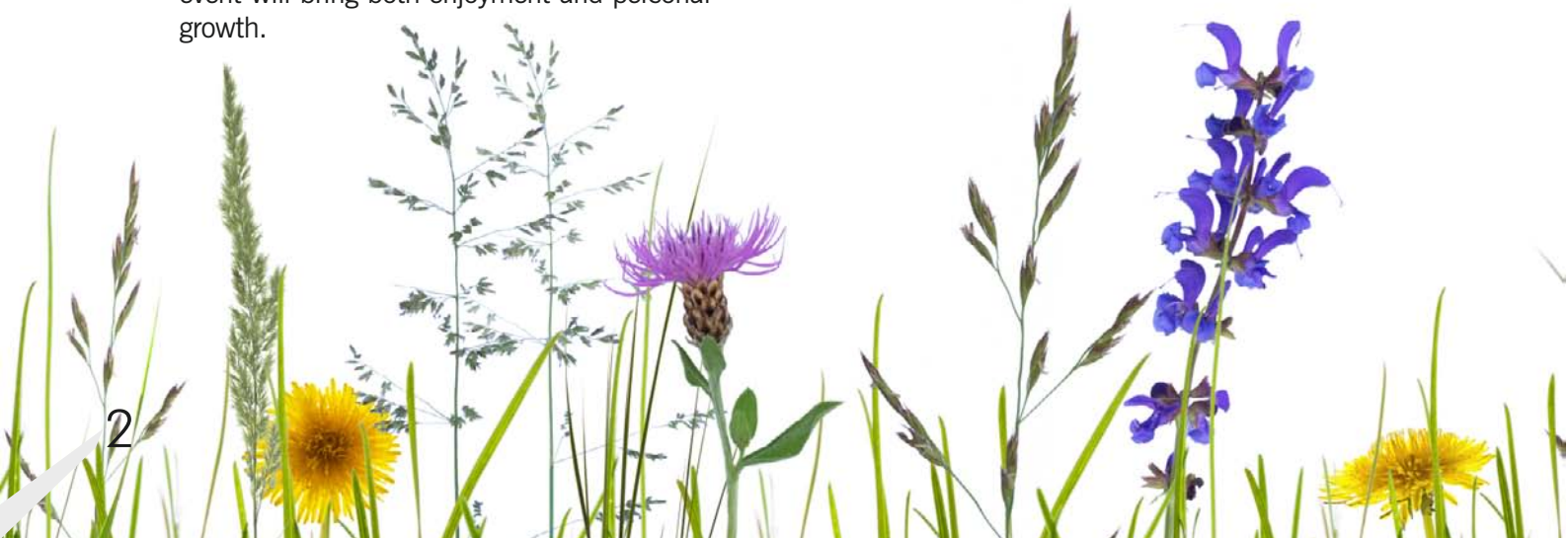
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# WELCOME MESSAGE

The municipality of Molveno has the great privilege of representing Italy in “Entente Florale 2019”. This is an important opportunity to make people aware of our wonderful natural environment, our hard working local citizens, and our vocation for welcoming tourists. We have prepared ourselves with enthusiasm and dedication in order to maximize our chances of victory, with the help of our voluntary organizations, elderly, and children. It has also been a valuable occasion to educate and encourage our fellow residents to look after and respect our green areas and appreciate their home. We are looking forward to meeting the commission of judges on 23 July 2019 and we hope that this event will bring both enjoyment and personal growth.



Luigi Nicolussi Mayor of Molveno



# PORTFOLIO MOLVENO







Ph. F. Frizzera

# INTRODUCTION

Molveno is a picturesque village in western Trentino and a well established tourist resort. It lies nestled between the slopes of the majestic Brenta Dolomites, a UNESCO World Heritage Site, and the Paganella mountain group, reflected in the crystalline waters of its lake.

Part of its territorial extension is inside the Adamello Brenta Natural Park, the largest protected area in Trentino and among the most important in the Alps.

One of the major local attractions is Lake Molveno, formed naturally about 4000 years ago as the consequence of a landslide from the mountainside that blocked the valley and enclosed the lake.

The exceptional quality of the water and beaches has earned it the status of the most beautiful lake in Italy, and it has been awarded the prestigious Blue Guide "5 Sails" status by the Legambiente (Italian Environmental Protection Organisation) and Italian Touring Club.

Illustrious personages who have passed their holidays in Molveno include the Belgian King Albert I, the engineer and explorer Umberto Nobile, the writer Alberto Moravia, and the poet Antonio Fogazzaro, who described the lake as, "a most precious pearl in a more precious casket".

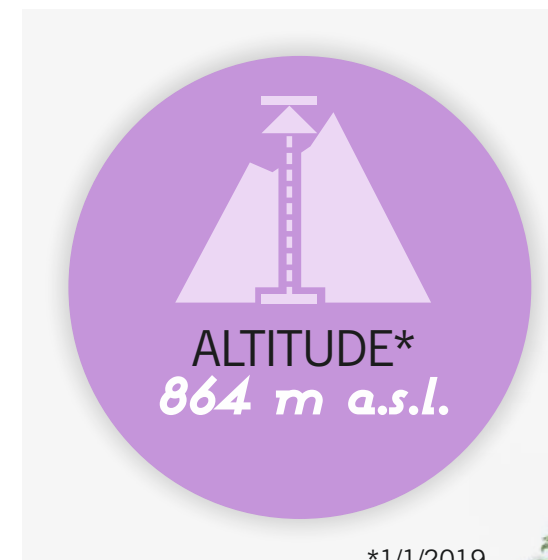
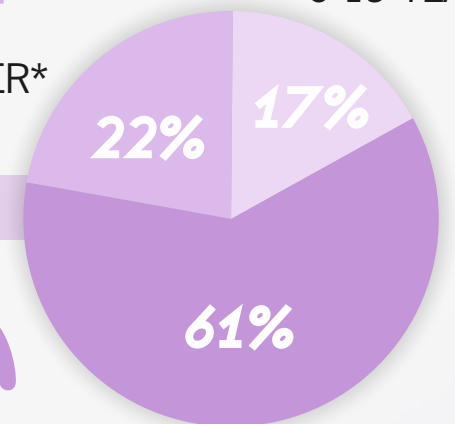
The leading sector in the local economy is tourism, with numerous accommodation and catering facilities: hotels, residence complexes, and private apartments providing an overall total of around 4,000 bed spaces.

The urban development of Molveno involved the aggregation of small settlements known as "borghi", each identified by a local place-name that reflects aspects of the culture, traditions, and local history.

For the last 13 years the village has been awarded the "Orange Flag" mark of quality in environmental care and tourism, a prestigious status reserved to small Italian settlements of excellence.



NUMBER OF INHABITANTS\* **1,123**



\*1/1/2019



Ph. Buyrentino



# 1. PLANNING AND

The main regulatory instrument for the local area is the General Land and Building Regulations (PRG) of 2012.

A specific regulation provides for the protection and restoration of buildings in the old village centre, and the preservation of existing places, spaces, and buildings of historic and cultural value. A handbook was drafted to this end, specifying renovation works and suggesting possible solutions that fully respect the traditional architectonic elements. With the purpose of safeguarding the environment, development, and rational use of the available resources, the territory was divided into specific areas: historic settlements, residential zones, areas assigned to commercial activities, agriculture, forest, pasture, and skiing facilities. Genuine multi-purpose areas are not foreseen, but some, like for example the residential area, can include associated services (e.g. shops, craft and mechanical workshops, etc.). Building is forbidden in the area alongside the lake.

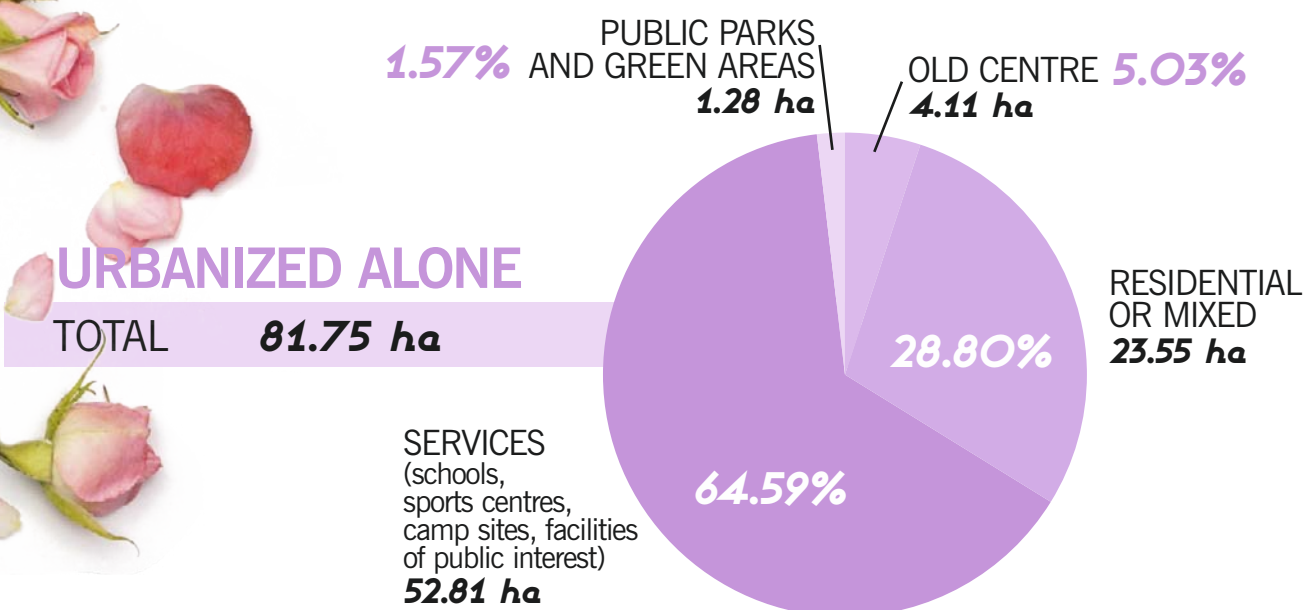


Ph. Archivio Apt Dolomiti Paganella

## LAND USE

## AREA IN HA

TOTAL	3,412.00	(100.00%)
URBANIZED	57.56	(1.69%)
PRODUCTION/INDUSTRY/CRAFTS/COMMERCE	18.49	(0.54%)
AGRICULTURE	62.03	(1.82%)
FOREST	1,774.24	(52.00%)
PASTURE	0.92	(0.03%)
WATER BODIES, UNPRODUCTIVE LAND (mountain area above 1500 m a.s.l.) OTHER USES	1,498.76	(43.92%)



# DEVELOPMENT

The municipal administration are very aware of issues connected with accessibility for the disabled. The construction and/or renovation of both public and private buildings must comply with all the relative regulations in force.

The municipal territory is regulated by a Provincial law that forbids new buildings with the exception of those falling into the "first home" category. This type of regulation, in addition to discouraging excessive consumption of land and promoting a harmonious development of the populated areas,

also has the aim of encouraging the maintenance and restoration of existing real estate. As regards care for green areas, every year about € 35,000 is spent on planting flowers around Molveno. Each year about € 100,000 is spent on routine maintenance and € 1,000,000 on investments in infrastructure. The total municipal budget for the year 2018/2019 is € 7,000,000.

The municipality is committed to investing their budget in improving urban services and restoring existing public property.

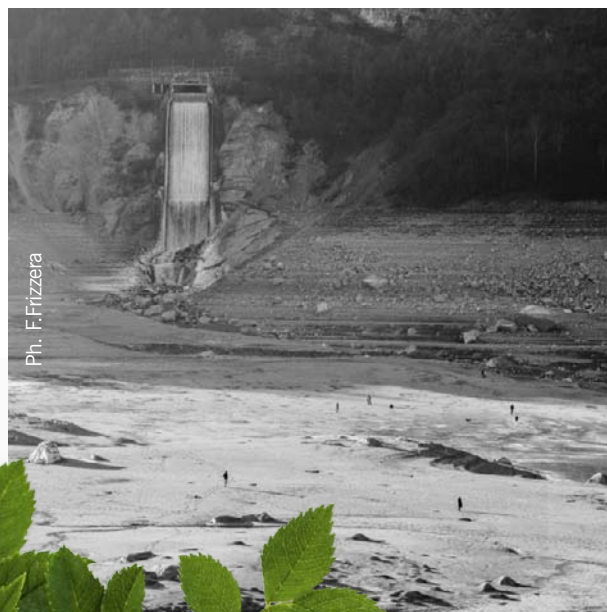


Ph. T.Pini



## 2. SUSTAINABLE ENVIRONMENT

The municipality of Molveno has adopted the European EMAS Regulation and have defined their Environmental Policy in the "Environmental Statement 2017-2020". The EMAS Regulation specifically regards the planning and management of the territory, water resources, release of waste water, refuse, and emergencies.



### ENERGY Hydroelectricity

The lake water is used to generate electrical energy. In the 1950s work began to empty the lake and install pipelines from the lake bed to the S. Massenza generating station. Current exploitation is entrusted to Hydrodolomiti s.p.a. and the returns of about € 350,000 per year are invested by the municipality in projects designed to improve the territory. In recent years these returns have been used to create the Sciury didactic path, and the lake path. They will also be used to improve Bior lake and construct a via ferrata on Doss Corno.

### Lighting and heating

The use of renewable sources and reduction in fossil fuel consumption is an important aim for the municipal administration.

Over recent years three photovoltaic plants have been installed: one at the primary school, one at the campsite, and one on the lake shore. In 2017 a total of 63,858 kWh were generated, against a consumption of 931,174 kWh. At the swimming pool a heat pump was installed in place of the thermal generator and the roof was insulated.

In order to reduce consumption for public lighting, in the old centre traditional light bulbs were replaced with modern energy efficient LED bulbs, passing from 300,351 kWh in 2016 to 288,104 kWh in 2017. Plans for 2019 include the energy efficiency upgrading of the primary schools by means of the Thermal Account, the renovation of the town council building and the fire brigade barracks.

The lighting in the municipal area is managed under the Municipal Lighting Regulation Plan, a set of standards that regulate the design,

construction, and testing of public and private outdoor lighting systems. The objective is to limit light pollution and energy consumption. The municipality of Molveno is not connected to a mains gas supply. For this reason, in order to achieve beneficial savings and emission reductions, an independent gas network with a capacity of 100 m<sup>3</sup> was set up to supply LNG to Molveno residents. Currently it is not connected to the old centre but will be over the coming years. Again with the aim of reducing CO<sub>2</sub> emissions, 2 electric vans were recently purchased for municipal workers, an e-bike for the local police, and 10 electric boats for tourists. An e-bike recharging point is provided in the "Pradel" area, and there are plans for the construction of an e-bike/e-car charging station in the lake area in collaboration with Enel Energia s.p.a. 100% of the goods purchased by the municipal administration, including stationery, cleaning products and services, and street-furnishing items, are classed as "green products", which are goods with a low environmental impact, produced by ecological suppliers.







# WATER

## Aqueduct

The Molveno aqueduct includes four water capture works and five storage facilities. Due to the particular geographic conformation of the territory, water deriving from the Brenta Dolomites converges naturally towards Molveno. Under some circumstances, like the summer season, the public water system also contributes to the Paganella Plateau water supply system.

The water is monitored according to the specifications of the "Aqueduct" booklet and the "Aqueduct Self-Monitoring Plan", approved on the decision of the Municipal Board on 5 September 2013. The checks and analyses are conducted by an external laboratory. The water is sufficiently pure to avoid the use of chlorine, but the reservoirs and capture works are periodically cleaned. Plans for the three year period 2017-2019 include works for the replacement of piping, installation of remote control systems, and UV light drinking water purification systems.

## Drainage System

The drainage network is strictly divided into rainwater (6.9 km) and sewage (6.8 km). It is managed by The municipality who also deal with routine maintenance. Extraordinary maintenance is entrusted to external companies. Sewage water flows to a purification plant managed by the Autonomous Province of Trento, while rainwater runoff is channelled into surface watercourses or the lake. Analyses are conducted every week upstream and downstream of the purification plant. The municipal Imhoff tanks are checked periodically for compliance with the limits set in provincial regulations.



# AIR

There are no particular issues regarding air quality. From March to October the pleasant "Ora del Garda" wind blows constantly, encouraging sail sports and maintaining an agreeable temperature.

# SOIL

The municipality of Molveno includes little extensive agriculture and so does not suffer any particular consequences from the use of fertilizers/pesticides. In order to avoid the use of chemical weed killers for the maintenance of the streets and pavements, the local administration has programmed the purchase of an innovative hot water machine. The general management of the territory, and ordinary and extraordinary maintenance in the residential centre, are the responsibility of the municipal administration. Safety maintenance on the forested land within the territory is the responsibility of the



Autonomous Province of Trento and the forestry staff of the local forestry consortium.

# URBAN WASTE

The management of urban waste in the municipal territory, including the Waste Recycling Centre (WRC), is entrusted to the private company ASIA. Sorted waste collection is conducted using roadside bins for plastic and light packaging, glass, organic waste, dry waste, batteries, pharmaceuticals, and paper. For the hotels, door to door collection is conducted for dry waste, organic waste, and paper. Other refuse is disposed of at the WRC, while hazardous waste is handled by suitable companies. The percentage of differentiated waste in 2017 was 82.41%.

## Certifications and recognitions

### Orange flag:

the environmental tourism quality mark of the Italian Touring Club for small inland locations that stand out for excellence of amenities and service. Molveno is distinguished for its valorisation and accessibility of services and numerous environmental resources.

### EMAS:

a voluntary environmental management system. Membership enables the municipality to manage the territory in a sustainable manner even during the busiest tourist seasons.

### PEFC:

a forestry sustainability certificate in which the municipal administration guarantees appropriate use of their forest heritage.

### Touring five sails:

a recognition awarded by the Legambiente and Italian Touring Club to Italian sea and lake resorts that stand out for the quality of their water and environment. For the 5th consecutive year, Lake Molveno was nominated as the most beautiful lake in Italy.

### OP#17:

During the period of routine emptying of Lake Molveno in 2017 the "OP17: Revaluation Works, knowledge and renewal of the waters of Lake Molveno" project was instituted with the aim of increasing the cultural value of the lake. The project was judged to have been of particular merit and exhibited at the International Exhibition of Architecture at the Venice Biennial in 2018.







# 3. BUILT-UP ENVIRONMENT

Molveno has a very prestigious architectural heritage of historical and cultural interest, protected by the Cultural Heritage Commission and by the Church. Among the most important are the small XIII century S. Vigilio Church, and the S. Carlo Borromeo Church with its old bell tower. Also being worth visiting are the Palazzo Saracini, dating back to the 1600s, and the Venetian "Taialacqua" sawmill realized by the parish priest Taialacqua to improve the economic conditions of the population. The Fish Farm was constructed in 2005 and is managed by the local Molveno Amateur Fishing Association and monitored by the Trento Wildlife Service. Alpine char fish are raised here in five genetic variants: Molveno, Costabrunella, Lagorai, Tovel, and Crovo. These represent a genetic reserve for increased protection and safeguarding of this precious fish species. Char need clear cold water between 5° and 7°C and here they enjoy the ideal environment for their development.

Other buildings available to the public include the town council building, cemetery, municipal storehouses, primary school, Casel Centre for the Elderly, and the fire brigade base which are managed directly by the municipal administration. The building that houses the kindergarten and crèche is notable both for use of materials and for energy efficiency. It is made entirely in wood and insulated, achieving low energy consumption and the highest classification for energy efficiency and sustainability: LEED "Platinum". Its energy source is biomass with a pellet fired boiler for heating and sanitary water.





All the play and sports facilities (camp site, sports field, sports centre, swimming pool, congress hall, camper area, car parks) are municipal property but are managed by the in-house company S.I.T.M. spa (Molveno Tourism Promotion Company). In the lakeside camping area 24 wooden chalets have recently been built in bio-architecture, designed to offer very comfortable options for a high ecological sustainability holiday. The built-up area of Molveno is constantly monitored for cleanliness by municipal workers who start their activities from the earliest light of dawn. The following table sets out some examples of permitted, compatible, and forbidden building materials in the old village centre.



Ph. Archivio Apt Dolomiti Paganella



Ph. Archivio Molveno Holiday

ELEMENT	PERMITTED OR COMPATIBLE	FORBIDDEN
 <b>ROOFING</b>	Marseille tiles, traditional brickwork tiles, galvanized steel plate, cement tiles laid diagonally.	Asbestos slabs, all types of plastic materials, bituminous tiles, terrazzo tiles.
 <b>EXTERNAL DOOR AND WINDOW FRAMES</b>	Frames in natural or painted wood in traditional colours. Double opening.	Frames in P.V.C. or aluminium.
 <b>BALCONIES AND TERRACES</b>	Replacement of traditional materials: wood, stone, iron. Maintain shapes and constructional methods traditional in local buildings or compatible with the surrounding buildings.	Parapets in aluminium, glass, plastic materials, cement-fibre, unfaced concrete or brickwork, galvanized steel plate of any shape or size. Verandas or panelling or any shape and nature, using materials or constructional techniques not compliant with the original building tradition.
 <b>OUTDOOR PAVING</b>	Porphyry slabs, stone slabs, porphyry blocks, porphyry cobbles, solid brickwork, river cobbles, gravel, grass.	Prefabricated elements in concrete and concrete conglomerates of any shape and size. Paving in synthetic materials. Asphalt.





## 4. LANDSCAPE



The municipality of Molveno is set among the summits of the Brenta Dolomites (UNESCO World Heritage Site) and the Paganella Mountain Group, and at the north end of a deep blue crystalline Alpine lake.

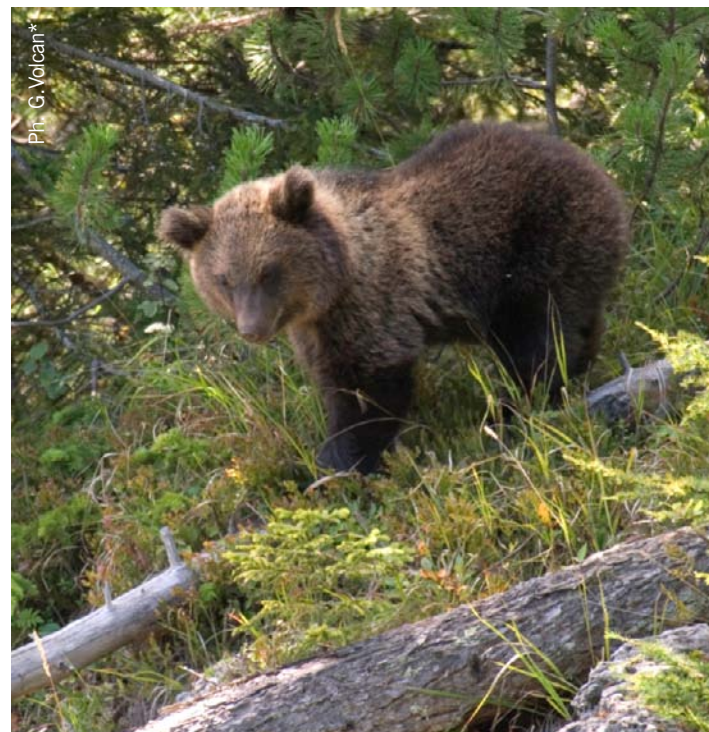
This body of water has a maximum depth of 123 metres. It is asymmetrical in shape, elongated along the north-south axis, 4.4 km long and 1.5 km wide, for a total surface area of about 3.3 km<sup>2</sup>.

The lake fauna mainly comprises brown trout, European perch, and Alpine char.

During the emptying of the lake in the 1950s, in order to avoid the extinction in particular of the char, some of the lake fauna were transferred to Lake Iseo (Brescia). Subsequently the fish fry from the Molveno variety were reintroduced into the lake, avoiding inevitable negative effects on the environment.

An area of 2159 hectares of Molveno municipal territory is included inside the Adamello Brenta Natural Park. This extends from the north side of the Molveno valley, starting from an altitude of about 1200 m a.s.l. at the area called "Valbiole", and including the upper part and hydrographical right side of the Valle delle Seghe. The area included inside the Adamello Brenta Natural Park coincides with the Site of Community Importance (European Directive Natura 2000) named "Dolomiti di Brenta" (Brenta Dolomites).

Within the Adamello Brenta Natural Park, the Molveno area is unusual for having as many as 807 floral species, which can be explained by the presence of thermophilic plants that manage to colonize from the west side of Lake Molveno, and due to the extreme environmental variability associated with the considerable height difference (F. Festi & F. Prosser)<sup>1</sup>.



The main tree and shrub species include *Picea abies*, *Fagus sylvatica*, *Abies alba*, *Pinus mugo*, and *Rhododendron hirsutum*, while plant species include *Cypripedium calceolus*, *Lilium martagon*, *Lilium bulbiferum*, *Physoplexis comosa*, *Leontopodium alpinum*, *Erysimum aurantiacum*, *Primula spectabilis*, and *Primula auricula*.

The fauna is characterized by foxes, wood grouse, pine martens, chamois, roe deer, lynxes, red deer, squirrels, marmots, hares, owls, and bears, the latter the object of a reintroduction project known as "LIFE URSUS" initiated in 1999.

The forest land totals 1,774.20 hectares, partly private and partly public. The forestry and pastures belonging to the municipality of Molveno are mostly on the slopes of the Brenta Dolomites and Monte Paganella, for a total land area of 1,356.02 hectares. Civil Use rights give residents the possibility to access pastures, collect fallen wood, and the assignment of timber for direct use. The administration manages the use of forestry and pasture with the support of the Provincial Forestry and Fauna Service, and in combined management with the Forestry Protection Service. The main administrative instrument is the Forestry



Development Plan (2014-2024), which regulates all the public and private forestry and pasture holdings of substantial dimensions. Since 2003, through the "Paganella Brenta Forestry Association", the municipalities of the Paganella plateau have jointly managed their forestry and sale of building timber and commercial wood products. Every year 2000 m<sup>3</sup> of timber is sold, of which 10% is assigned to private citizens. The quantity of timber harvested each year is less than the annual growth of the forest.

A number of fire breaker roads are present in the forested area for the control and prevention of fires. The voluntary Fire Brigade team intervene rapidly when required.

In order to promote the return of traditional activities and to counter the depopulation of the mountains, the Autonomous Province of Trento is discussing economic incentives for the recuperation of areas designated as meadows.



## 5. GREEN SPACES

The green areas of the municipality of Molveno are distributed in three zones: the lake, the built-up area, and the mountain area of "Pradel".

The most important is alongside the lake, with a surface area of about 57,000 m<sup>2</sup>. The lakefront was created at the end of the 1980s on the initiative of the municipal administration of the time and supported by the Autonomous Province of Trento, aiming to enhance the tourist amenities with a large lawn, beach, trees, and flowers. The area is provided with public sanitary services and a convenient rubbish disposal point.

Inside the village there are flower beds, playgrounds, laybys, and plant boxes. The flower beds are planted with varieties well adapted to the Molveno climate and habitat.

There are six playgrounds located at various points in the built-up area, with play equipment in suitably treated wood. The playground in via Lungolago is state-of-art with amusements made entirely in locust wood, which is particularly tough and very attractive.

The old public cemetery overlooks the lake. It is regulated for the arrangement of inscriptions, monuments, decorations, planters, as well as flowers and wreaths, with bush heights limited to 60 cm.

Sports facilities include a basketball/volleyball court, a beach volleyball court, four tennis courts, an 18 hole mini-golf course, two boules courts, a football pitch, and a five-a-side football pitch. The entire area alongside Lake Molveno is managed by the in-house company S.I.T.M., which cuts the lawn once a week and plants and maintains the flowers. Over the spring period the lawn is treated with slow release fertilizers which are also used for the flowers. The irrigation system for the entire lake area is divided into 13 sectors activated during the night according to the weather conditions.



## 6. PERMANENT AND SEASONAL PLANTING

All green areas other than the lake area are managed directly by the municipal administration. A competitive tender is used to select external companies for the bedding of flowers from April to October. The company deals with the supply and planting of flowers, as well as preparing flowerbeds and flower boxes with weeding, application of weed killers, hoeing, digging over, and starter fertilizers. During spring 2019 the built-up area of Molveno was planted with flowers like *Nemesia*, *Viola*, *Ranunculus*, *Dimorphotheca* for a total of about 1,600 units. Over the summer season planting will include *Pelargonium*, *Begonia Dragon Wing*, *Salvia farinacea*, *Sunpatiens*, *Sanvitalia Procumbens*, *Leucanthemum Vulgare*, *Elicrisium*, *Lantana* for

about 6,700 units, and in autumn *Jacobaea Maritima*, *Conifere Nane Miste* (mixed dwarf conifers), *Calluna Vulgaris*, *Calocephalus*, *Gaultheria procumbens* for a total of about 1,000 units.

Maintenance and cleaning activities of the green areas is entrusted to municipal workers who reach six in number over the summer. The flower boxes located at different points in the village are rectangular in shape and made of Corten steel plate or sometimes in wood and planted mainly with *Pelargonium* on the sides of the bridge and on public buildings.

Permanent planting in the lake area includes trees like *Betula*, *Salix*, *Tilia*, and *Corylus avellana*.







Ph. F. Frizzera

## 7. ENVIRONMENTAL EDUCATION

Children are introduced to environmental education from their kindergarten years. During their schooling the children are taught the concepts of respect for the environment and animals, responsible behaviour in order to reduce wastage, and sorted refuse collection. A number of projects have been initiated in collaboration with the Adamello Brenta Natural Park. For the first primary year a program was selected called, "The Messages of Nature". The proposed objectives are to stimulate interest in the observation of nature, learn how to interpret landscapes, and develop a sense of belonging within the local territory. The second and third year classes take part in, "Face to face with large carnivores". This project includes activities to promote knowledge and cohabitation with the large Alpine carnivores. Schools are also involved annually in the **TREE FESTIVAL**, with the planting of trees in the "Piof" area.

In spring there is also the **ECOLOGICAL DAY**, an excursion around the lake to explore the flora and fauna and a valuable opportunity to encourage the removal of any rubbish.

For a number of years the primary school has been certified for "Park Quality" (issued by the Adamello Brenta Natural Park), attesting to compliance with the criteria of energy efficiency of the school buildings and aiming to involve pupils in environmental issues.

Some local private companies have also joined the "Park Quality" project in order to improve the sustainability of their activities.

To promote energy efficiency, the municipal Administration participate in the "**MI ILLUMINO DI MENO**" event, and in "**EARTH HOUR**", an event for raising environmental awareness promoted by the WWF.

The municipal Administration printed also a children's magazine called "Discover Molveno playing with Molvius", in order to spread knowledge about Molveno to young people in a playful way.

There are also two notable private environmental protection and sustainability initiatives. These are the "Ai Castioni" farm guesthouse, with didactic workshops to teach the importance of bees for human life, and the "Erbe Vive" farm that cultivates and processes medicinal herbs. Malga Tolve has a didactic farm, and nearby there is a didactic walk called "Sciury" dedicated to the life of squirrels and other forest animals.



Ph. Multiweb

## 8. LOCAL INITIATIVES AND INVOLVEMENT



Ph. F. Frizzera

There are numerous voluntary associations in Molveno including the: Fire Brigade, Mountain Rescue Team, Friends of History, Friends of the Primary School, Hunting Association, Amateur Sports Association, Molveno Football Club, Molveno Volleyball Association, Molveno Amateur Fishing Association, "Campanil Bas" Choir, Trentino Alpine Club (SAT), Low Flight Association, National Alpini Association Group, and Dragon Boat the Infamous 2.0 and Freely Young Group (who participated in the Trentino Dragon Boat Championships).

The Molveno Amateur Fishing Association raise Alpine char in order to avoid their extinction, and the SAT work constantly to protect the environment with path maintenance and overseeing the safety and organization of eco-sustainable events.

These activities receive economic support from the municipal administration.

The administration also looks after the most disadvantaged individuals. In particular, during the spring and summer the provincial projects "Progetto 19" and "Progettone" involve five individuals in difficulty or unemployed for the maintenance of the village and lake area.

The organization of the "Entente Florale" competition has involved a number of associations: the Amateur Fishing Association have organized a visit to the Fish Farm that they manage, while the Fire Brigade have agreed to take care of all safety aspects. Dragon Boat The Infamous 2.0 and Freely Young Group have been involved in the design stage for the definition of the route, the promotion and communication of the event, and realization of photographic materials.

The primary schools are also involved in the project. Some pupils have created materials that will be presented on the visiting day of the judges. Shopkeepers have displayed symbols in their shops indicating their participation in the event. In order to further embellish the village, five spaces were assigned for management by private nursery gardeners.



Ph. F. Frizzera



## TOURIST DATA AND ACCOMMODATION FACILITIES

The tourism sector plays a primary role in the Molveno economy. The promotion of the entire area is managed by the Azienda Per il Turismo Dolomiti Paganella S.p.A, by Molveno Holiday S.cons.r.l and by S.I.T.M.  
Overall Molveno has 580 accommodation facilities of which 40 are hotels.



# 9. TOURISM AND LEISURE

## MUNICIPALITY OF MOLVENO

TYPE OF ACCOMMODATION	NUMBERS OF FACILITIES	NUMBERS OF BEDS
FARM GUESTHOUSE	1	11
PRIVATE HOMES, SECOND HOMES	525	2,237
BED & BREAKFAST	3	23
CAMPSITE	1	726
HOLIDAY HOUSES AND FLATS	7	194
HOTELS	40	2,460
MOUNTAIN HUTS	3	66
<b>TOTAL</b>	<b>580</b>	<b>5,717</b>



## EVENTS AND CELEBRATIONS

There are numerous events over the tourist season including "Florigrafie", which strives to communicate different moods through flowers and plants. Local citizens, shopkeepers, and hotel keepers are involved in setting up handcraft markets, workshops, concerts, and food and wine tasting. "Connessie" was an event held in July 2018, designed to identify a mascot to further promote Molveno. More than 100 people took part in the competition with original ideas, and "Molvius" emerged as the winner.

In 2017 the village hosted the "Festival of Lakes" organized by Legambiente. This involved two days of debate among business people and administrators from municipalities located close to lakes. During the 2017 edition a "Hackathon" was held, an event lasting 24 hours in which projects regarding sustainable mobility in the mountains were elaborated.

Running fans can take part in "Molveno Lake

Running" on a route along the lakeside, or in the "Dolomiti Brenta Trail", a major mountain running event. Events in June include "Trail Days", a bike & music festival, and King of Brenta, a thrilling competition in acrobatic paragliding. There are four dates for Molveno Vertical, an evening race at the foot of the Brenta mountains.

The lake is also the setting for a natural obstacle course, the "X Warriors Natural Obstacle Race", a leg of the Snipe Championships, and the picturesque Italian Dragon Boat Championships. In addition to these important appointments, daily didactic activities are offered including excursions, games, country festivals, and craft markets according to the program published in the booklet "Cosa facciamo oggi" ("What are we doing today"). Up in the mountains you can listen to "Suoni delle Dolomiti" concerts and mountain choirs, or take the panoramic circuit of Lake Molveno (11 km) on foot or by bike.

Molveno has a number of good sports facilities including swimming pools, basketball, tennis and volleyball courts, mini-golf, among others.



## HOTELS AND NON-HOTEL FACILITIES\*

	FOREIGN		ITALIAN		TOTAL		LENGTH OF STAY Average Days
	Arrivals	Presence	Arrivals	Presence	Arrivals	Presence	
year 2018	30,320	125,634	86,018	420,253	116,338	545,887	4.70
year 2017	27,163	114,763	84,826	417,416	111,989	532,179	4.80
year 2016	24,590	110,134	74,673	391,988	99,263	502,122	5.10

\* includes an estimate of first and second homes used for tourism (source: Apt Dolomiti Paganella).





Ph. F. Modica

# 10. COMMUNICATION

The participation of our municipality in the EFE competition was communicated through numerous different channels.

Of fundamental importance was the involvement of the public through the Internet websites and social networks of the municipal administration, the Azienda per il Turismo Dolomiti Paganella, the Molveno Holiday company, and the S.I.T.M. The municipal newspaper and main local newspapers have also dedicated considerable space to the competition.

During "Florigrafie" the local population were advised of the importance of the event and an advertising banner was published. In order to ensure the right visual impression and effective communication of the event, in addition to the decoration of the green areas, the windows of the tourist office and some commercial outlets have also been painted in floral themes by a number of artists.

In the time leading up to the event a competition with prizes was organized on social media, with the aim of promoting the participation of the municipality in this European competition.



Ph. S. Costa



Ph. S. Costa



Ph. S. Costa





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