

Marco Zabotti: the attractiveness of the economy of Treviso and Belluno in the harmony of the territorial and social context

Belluno Dolomites and Marca Trevigiana are two united, coordinated territories that share a history, a present and a future today enhanced, among other things, by the great prospect of the 2026 Milan-Cortina Olympics. An event that entails and means investments, technologies, digitalization and new infrastructure, new sense of hospitality with a great international dimension.

These territories today are really a candidate to be an additional locomotive, a point of strength, an engine for new energies and new settlements. Right here in the heart of the Veneto, in the heart of Europe, Belluno Dolomites and Marca Trevigiana are joined among other things by a great prospect: that of being both in a very prestigious way recognized as UNESCO World Heritage Sites. First Belluno Dolamites, then the Prosecco Hills of Conegliano Valdobbiadene. A balanced, harmonious synthesis between the environmental and landscape dimension and the role of man. It also happens to be exalted by another cultural perspective that has seen, for example, precisely Pieve di Soligo and the High Lands of the Marca Trevigiana reach the finals with their candidacy for Italian Capital of Culture 2022 and, just in these days, the same IPA, the same 29 municipalities of the UNESCO area of the Hills of Conegliano and Valdobbiadene to be candidates for Veneto City of Culture 2023.

A synthesis, a perspective that comes from afar because these territories have a cultural, historical, value dimension that really unites them, puts them together, puts them in communication, has continuous cross- references and sees this widespread culture, it is culture of illustrious lives, it is culture of great artists, it is culture of a popular dimension, it is culture that today is distributed with full force through the activity, the protagonism of so many associations and entities also through a beautiful and great synergy. The dimension of networking, the dimension of cooperation, the fact that culture, around this humanism that is deep, is inserted into a new laboratory, a new perspective of civilization can be and is greatly valued.

The second aspect that comes from this deep cultural dimension is precisely the idea of the homo faber of this territory, that is, the innate sense of enterprise, of industriousness that sets in motion large settlements, has made this territory

grow considerably, it sees large industrial and agribusiness districts, it sees typical productions, it sees a great sense of hospitality through the theme of tourism. But also great cooperation, because it comes from afar, comes from Giuseppe Toniolo, who made a profound mark in the Belluno and Treviso areas precisely on this great theme. So a work and an enterprise that brings together the dimension of ethics, responsibility and profit but within the new challenges of modernity, which means productions, internationalization, the ability to enhance the workforce, to set in motion virtuous processes from the productive point of view that then spill over into the territory because another of the characteristics of the Belluno and Treviso area is precisely that of making the entrepreneurial dimension live in close relations, in symbiosis with the dimension of the community. So an enterprise that feels a deep sense of responsibility and that also makes the profits spill over to the territory and the community, puts them in synergy, enhances, supports, sets in motion the sporting, cultural dynamics, and grows a deep sense of community.

The other aspect is precisely this culture of gift. It is a gift that is expressed through a decisive factor which is that of social cohesion. No one is left behind in this area, it is an area that develops so much the sense of volunteerism, proximity, altruism, attention to the fragile, to the weakest people. This area has an overall vision and is committed and acts together, so this volunteerism makes social cohesion an integral part of territories that experience the dimension of culture, industriousness, of a common good. In this we also find the valorization of what one is, of one's identity, of one's roots, for example through the marked sense of conviviality, of hospitality, of tourism, of all that it means today to be "incoming," that is, hospitable lands, available for the meeting with those who come from far away for a quality tourism, of proximity, experiential, emotional, that makes everyone live as at home. Here in this particular, original harmonic synthesis we find the meaning today of two united and shared territories looking to a great future, together.