

Best Territorial Revitalization Project 2025 – Italy

Uoffy Italia has received the prestigious Best Territorial Revitalization Project – Italy award at the 2025 European Enterprise Awards, establishing itself as one of the most dynamic and innovative organisations in the field of territorial regeneration in Italy, particularly with regard to mountain destinations. The award highlights the importance of a development model designed to restore value, identity and competitiveness to territories that, over the years, had lost their central role, attracting the attention of both an international audience and key observers in the tourism sector.

The judging panel of the European Enterprise Awards recognised Uoffy Italia's ability to build a long-term vision by integrating strategy, digitalisation, sustainability and a multidisciplinary approach grounded in robust teamwork. Unlike traditional tourism revival models, often limited to the reactivation of ski lifts or seasonal services, Uoffy Italia promotes a far more comprehensive and structured path, aimed at creating territorial ecosystems capable of functioning and generating value throughout the entire year.

At the core of this success is a team of professionals specialising in the enhancement of mountain areas, who have created a high-level Development Group dedicated to territorial regeneration. The main partner is Monte-P Srl, a highly qualified and widely recognised company in the field of technical interventions on ski lifts, slopes, mountain infrastructure and related services. The involvement of Monte-P Srl is a fundamental pillar of the project's success, providing essential engineering and operational expertise for the concrete transformation of the territories involved.

The award, however, does not only celebrate a methodology: it celebrates tangible results. Two emblematic cases stand out within the landscape of contemporary alpine revitalisation: Nevegal and Montecampione.

For decades, Nevegal was known as “the home mountain” for thousands of families in the Veneto region. In recent years, however, it had become an area in deep crisis. Years of neglect, lack of maintenance and the absence of a strategic vision had put its long-standing tourist vocation at serious risk.

The intervention, however, marked a radical turning point. With the launch of the We Love Nevegal project, the group initiated a transformation that



was not only physical but also communicative and identity-based. Modern development tools, a fully renewed brand, dedicated events and a targeted marketing strategy helped rebuild the emotional connection between the local community and its mountain.

The vision behind the project is clear: “Nevegal, the mountain for everyone.” This positioning made it possible to attract not

only skiers, but also families, hikers, athletes, schools, associations and new segments of visitors. Today, Nevegal's rebirth is regarded as a case study among small and medium-sized mountain destinations seeking to reposition themselves sustainably.

If Nevegal's challenge was to recover a legacy, Montecampione's challenge was to build a new one. Despite its history and potential, Montecampione had spent years in a phase of stagnation, lacking governance capable of guiding strategies or channelling investment.

With the creation of Montecampione 365, Uoffy Italia introduced an ambitious and forward-looking regeneration model. At its core lies a clear concept: a mountain destination cannot depend solely on winter, but must offer experiences, services and value throughout the year.

The project introduced several innovations:

- a modern and recognisable brand identity, featuring the mascot Miki, symbolising authenticity, heritage and nature;
- new outdoor activities, sports routes and proposals for families and schools.

Montecampione 365 is rapidly establishing itself as a benchmark in alpine regeneration, gaining attention from regional administrations and organisations that now view it as a format capable of being replicated in other destinations.

The recognition received at the 2025 European Enterprise Awards is not merely a prestigious achievement: it is confirmation that territorial regeneration is emerging as a strategic lever for the future of European tourism.

The jury evaluated seven main criteria:

- innovation
- sustainable approach
- social impact
- effective governance
- stakeholder engagement
- model replicability

Uoffy Italia excelled across all these dimensions, demonstrating that the revival of mountain destinations is not only feasible but can also become a driver of cultural, economic and community development.

This award marks an important milestone, but above all it represents a new beginning.

The stated objective of Uoffy Italia and Monte-P is now to export the model developed in Nevegal and Montecampione to other destinations, building a network of territories capable of collaborating, innovating and progressing together.

Because the Italian mountains can once again take centre stage – and this award proves it.

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