

Sustainability and Cultural Tradition. The Mediterranean Red Coral Paradigm

The practices of harvesting and working with Mediterranean red coral (*Corallium rubrum*) represent a paradigmatic model of integrated sustainability. In this context, the protection of the marine environment, ensured by the National Red Coral Management Plan, not only contributes to supporting the productive activities related to coral processing but also promotes the safeguarding of the "collective cultural identity" of the Mediterranean communities involved in the sector, particularly in Southern Italy, including Campania and Sicily.

Both the "tangible" and "intangible" elements, validated by centuries of history, artistic testimonies, knowledge, and craftsmanship, as well as the models and symbols transmitted from generation to generation, form the "material and immaterial heritage" that is unique and distinctive to our identity. This approach effectively integrates innovation and tradition, reinforcing the principle of intergenerational solidarity and facilitating a sustainable balance between cultural heritage and environmental responsibility.