
A.T.3.5 - STAKEHOLDER ALIGNMENT

D.T3.5.2 - Work Paper on Stakeholder
Alignment

Version 1
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PROJECT PARTNER: PP4 - LINKS

COUNTRY AND REGION: ITALY - TORINO/TORRE PELLICE

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1. Background information

Piedmont history has been influenced by the presence of territorial communities related to Reformation movements. During the centuries, the relations between Waldensians and Catholics were conflictual and only in the nineteenth century the relations were formally normalized. Focusing the attention on the troubled part of the history, the municipality of Torre Pellice and the surrounding valleys became the natural locations on which the Waldensian communities were able to establish permanently their settlements.

Nowadays, the Waldensian community manages a developed touristic and cultural network especially addressed to religious and outdoor touristic demand, including religious, cultural and economic operators. The engagement of existing local actors in the project was a crucial step in order to reflect on both the cultural role played by Waldensians in the European dimension of Reformation movements and the integration of the territorial touristic offer.

In the framework of ECRR project, PP4 conducted 2 different workshops (parallel to the training seminars of WP2) in order to inform the stakeholders of our region/nation about the implementation of the Route and its pilot activities but also to involve them into the scope of it: tourism promotion, cultural heritage protection, interpersonal exchange of experiences.

2. Objectives and description of the workshops

As foreseen in WP3 “Implementing the European Cultural Route of Reformation”, the first local workshop, implemented on 18th December 2017, was fundamental to introduce the project to the Waldensian community and to collect the first feedbacks by stakeholders involved. In view of the workshop, several meetings were held with the Waldesians Cultural Center, aimed at identifying potential stakeholders, in Angrogna and Pellice Valley. Contact with Waldesians Churches of Turin and Bergamo and with the Museum of the Occitan Association in Guardia Piemontese were held as well.

In particular, during the first workshop in Torre Pellice the Route’s concept has been addressed, highlighting how the debate on Waldensian religious culture can contribute to the ECRR vision and the European identity of Reformation movements. On a practical side, this effort entailed the identification of sites not considered during the frame of the Policy Conference, like the Waldensian schools supported by Charles John Beckwith. In the frame of the workshop two issues were arisen by participants: (i) the importance to have the possibility to coordinate locally the multitude of actors settled on the territory; (ii) the accessibility and mobility opportunities.

The second workshop took place in Torre Pellice, at the Waldensian Cultural Centre headquarters and was attended by 9 interested parties, on 22nd June 2019. The aim was to understand their experiences gained during the ECRR project. Topics discussed vary from the possibility of creating a “network”, dialoguing and supporting each other among the different national geographical areas, highlighting common needs, with the aim of establishing new forms of collaboration for an integrated tourism development. In the end, emerged the idea of interacting with the newly created International RoR Association, reporting the common needs that emerged in the first part of the meeting, with a view to seeking new forms of investment or funds to carry out activities and projects.

The meeting was held with the aim of facilitating the involvement of all the interested parties, in fact it has been structured through participatory modalities (round table), as learned during the specific training. The workshop was attended by representatives of the Waldensian Cultural Foundation, Torre Pellice Municipality, Guardia Piemontese Cultural Center, Bergamo’s Evangelical Christian Community, GAL EVV and LINKS Foundation.

3. Stakeholder engagement means and methods

During the workshops, according to the small target group of participants, we decided to realize a semi-structured workshop designed to favor the participation of stakeholders and to encourage their first feedbacks. Firstly, the research staff in accordance with the associate partner (who assumed the role of facilitator) chose to invite people that could have a multiplier effect (accommodation facilities; local public administration; religious player; touristic association). In the frame of the invitation letter, participants were informed on the main objective and sections of the workshop.

The workshop's structure foresaw a brief presentation of the Central Europe context with a main focus on ECRR project. During the second phase, the participants were invited to be involved in a group brainstorming, driven by the facilitator and the researchers with some milestone questions. The group discussion included the Route's concept and sites identification, pointing out the territorial challenges to be addressed. After the brainstorming, a final moment was dedicated to final questions on the local advancements of the project. The list of sites was realized on a poster, divided by typology (monuments, towns, already existing routes and events/traditions). This tool was useful to identify visually the several sites' suggestions coming from participants, favoring also the debate among themselves.

Stakeholders were engaged through direct contact by phone and emails, sending them the agenda of the meeting and its purpose in order to make them prepared.

4. Stakeholder feedback

All stakeholders involved reacted very well on the workshop and they have shown great interest in the association's upcoming activities.

Each of them actively contributed to the discussion, proposing his own ideas for the creation of a national network on the theme of tourism development, and to the possibility of interacting with the newly created International RoR Association, reporting the common needs that emerged, with a view to seeking new forms of investment or funds to carry out the new projects/activities.

5. Aligned stakeholders

The identification and categorization of stakeholders in the region has been carried out through the elaboration of a mapping exercise and filling of a matrix provided by PP4. The matrix has been completed with the name of stakeholders that has been involved. Attached to this section, please include the matrix with the data of new stakeholders aligned during this local stakeholder workshop.

6. Overview participants

| | Type of stakeholder | First name | Family name | Institution/ affiliation |
|---|---------------------|------------|-------------|------------------------------------|
| 1 | Churc | Marcello | Salvaggio | Waldesians Church of Torre Pellice |
| 2 | Church | Karola | Stobäus | Waldesians Church of Torre Pellice |



| | | | | |
|----|------------------------------------|----------|----------------|--|
| 3 | Association | Elisa | Charbonnier | Waldesians Guesthouse of Torre Pellice |
| 4 | Local public authority | Maurizia | Allisio | Municipality of Torre Pellice |
| 5 | Network of local tourism operators | Ines | Pontet | InValPellice |
| 6 | Cultural Centre | Davide | Rosso | Waldesian Cultural Centre Torre Pellice |
| 7 | Church | Winfred | Pfannkuche | Waldesians Church of Bergamo |
| 8 | Cultural Centre | Nadia | Delli castelli | Waldesians Cultural center of Bergamo |
| 9 | Local agency for rural development | Susanna | Gardiol | GAL EVV |
| 10 | Cultural Centre | Luciano | Zappella | Protestant Cultural Center of Bergamo |
| 11 | Museum | Fiorenzo | Tundis | Museum of the Occitan Association, Guardia Piemontese |
| 12 | Museum | Beatrice | Grill | Museum of the Occitan Association, Guardia Piemontese |
| 13 | Church | Paolo | Ribet | Waldesians Church of Turin |
| 14 | Church | Maria | Bonafede | Waldesians Church of Turin |
| 15 | Church | Massimo | Long | Waldesians Church of Turin |
| 16 | Public Authority | Elena | Di Bella | Mountain Development Service Metropolitan City of Turin |
| 17 | Public Authority | Tiziana | Fiorino | Metropolitan City of Turin |
| 18 | Public Authority | Rafella | Tittone | Piedmont Region, Valorisation of Cultural Heritage, Museums and UNESCO sites |
| 19 | Public Authority | Natasha | Giancola | Piedmont Region, Valorisation of Cultural Heritage, Museums and UNESCO sites |
| 20 | Cultural Centre | Manuel | Tundis | Waldensians Cultural centre Gian Luigi Pascale, Guardia Piemontese |
| 21 | Research Institute | Luca | Scolfaro | LINKS |
| 22 | Research Institute | Patrizia | Borlizzi | LINKS |
| 23 | Research Institute | Stefano | Fraire | LINKS |

7. Main outcomes

The workshops were an opportunity to present the ECRR project to stakeholders. It was therefore possible to spread at local level the willingness to establish the route, and to allow potential local actors to evaluate their interest in being part of it. A debate has been stimulated about the possible declination of the route in the Waldensian area of the North of Italy, and on the components that can be added to it. Finally the second workshop instead was the place to discuss 2 main topics:

- *The possibility of creating a "network", dialoguing and supporting each other between the different national geographical areas, highlighting common needs, with the aim of establishing new forms of collaboration for an integrated tourism development;*
- *The possibility of interacting with the newly created International RoR Association, reporting the common needs that emerged, with a view to seeking new forms of investment or funds to carry out the projects of each stakeholders.*

8. Main challenges and difficulties arisen

It was not possible to involve all stakeholders who were already in contact with us. Local Stakeholders from Torino, Torre Pellice and Pinerolo participated. Some stakeholders based in distant locations - such as Venice - were contacted by telephone and mails but not everyone could come. Only local stakeholders (Piedmont), Bergamo and Guardia Piemontese participated.

9. Main lessons learned and conclusions

Main conclusions - ideas arisen:

- *Reconstruction of routes between Italian sites and international partners (eastern side) = sustainable tourism and historical-cultural importance.*
- *Implementation and improvement of local itineraries in the first place and create new forms of collaboration between Italian sites*
- *Activation of marketing actions in synergy between Italian sites (virtual photo tour) for tourism purposes*
- *Propose cooperation projects through GAL help, at national level, and find an interlocutor at international level for them (rural agency?)*
- *Strengthen interpersonal relationships at all levels (national and international) in order to create a solid basis for prospering together.*

10. Annexes and documentation

See Deliverables D.T3.1.2 and D.T3.5.1 to have a look to some important annexes: agenda, signature sheets, pictures, minutes, working materials.