

PP6 - MUNICIPALITY OF ALBENGA  
LOCAL STAKEHOLDER PLATFORM  
WORKSHOPS 2 & 3

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The report provides an overview of the activities undertaken during a two-round LSP workshop aimed at discussing and agreeing the Local Vision for Albenga. The final version of the Local Vision is being refined and finalised with the active cooperation of the stakeholders.

Date & time of the event	03.02.2018 15:00 - 19:00	Location	Palazzo Scotto Niccolari, Albenga
No. of invited guests	90	No. of attendees	19
Name of the event	NewPilgrimAge - LSP Workshop 2		
Contact persons	Davide Geddo, Michela Vecchia, Mattia Righello (ChD)		

### 1. Brief outline of the objective of the LSP event

The second LSP workshop had the objective of starting a structured discussion concerning the Local Vision with the local stakeholders. This was the first real opportunity of having the representatives of the community discussing together and reflecting on the mid- long-term objectives they attribute to the NPA project, and thus drafting a common strategic Local Vision and roadmap.

All the stakeholders active on the territory, and included in the NPA mailing list, were invited to take part in the workshop, namely representatives of education institutions, art and cultural associations, NGOs, social partners, sectorial associations, enterprises, Church, etc. Out of around 90 stakeholders invited to the workshop, 19 attended the meeting. All the categories of stakeholders were represented in the meeting.

After a get together coffee, the Vice Major of Albenga welcomed the participants, and the official in charge of the project (Davide Geddo) explained the goals of the meeting and the programme of the workshop.

A presentation of the data resulting from the questionnaire which was administered to participants during the first workshop was prepared by the external expert supporting the Municipality in the project implementation (Michela Vecchia). As a reminder, stakeholders were required, at the end of the first workshop held in November 2017, to complete a brief questionnaire in order to verify their willingness in taking an active role in the participative process aimed at developing the Local Vision and roadmap, and to identify the main topics/areas of intervention they consider as relevant for a sustainable local development action (a set of slides was prepared to this aim - Annex IV NPA\_LSP workshop slides [03.02.18]).



The information emerging from the questionnaires (24 respondents) can be summarised as follows:

- All participants declared to be keen to actively participate in the process, and expressed a clear idea of the contribution they can give while drafting the Local Vision and roadmap. Contributions range from educative actions on the protection of cultural heritage to the organisation of cultural events in relevant cultural heritage locations; from cultural exchanges among young European to the promotion of the high-quality agricultural production of the territory; from the development of sustainable tourism policies to the increased participation in scientific research in the field of cultural heritage and history.
- Participants declared to represent all the components of the local community (and their interests), namely: education institutions, experts of local history and archaeology, bodies in charge of cultural heritage protection, public authorities, volunteering associations, sport associations, youth associations, cultural associations, active citizenship associations, business associations, and local administration<sup>1</sup>.
- Participants identified a range of areas of activity/sectors for which strategic planning is needed. The identified domains were the following: sustainable tourism, religious tourism, cultural tourism, development of digital tools for the promotion of the territory, identification and development of oenogastronomy routes, development of submarine archaeological itineraries, development of archaeological routes, protection of the cultural heritage, promotion of the territory, social activities, initiatives in the field of education, volunteering activities.

The potential fields of action were grouped into three main possible areas of intervention:

1. Development of cultural and religious tourism; identification and promotion of archaeological itineraries including submarine archaeology; protection and restoration of the cultural heritage.
2. Promotion of the Albenga's territory; identification and promotion of oenogastronomy routes, also valorising the high-quality agricultural production of the area; development of ICT-based tools for promoting the Albenga's territory.
3. Development of education initiatives targeting the younger population; development of social interventions aimed at strengthening inclusion.

The Change Driver (Mattia Righello), after having briefly commented the questionnaire's results with the participants, explained how the discussion would have taken place (possibly in groups), and which results were expected from the workshop.

Based on the evidence resulting from the questionnaires, participants autonomously divided into two sub-groups in order to start an in-depth discussion of the goals and

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<sup>1</sup> The religious community was not represented during the first workshop due to previous institutional engagements, but its representatives actively participated in workshops 2 & 3



objectives of the Local Vision, including possible courses of action. The two groups represented, on one side, the civil society (associations, businesses, volunteers, etc.), and on the other side institutional bodies (the local administration, research centres, the Church, education bodies).

After the discussion session, the results achieved by the two groups were presented to the general assembly and were approved as the basis for the subsequent meeting to take place on the 24<sup>th</sup> of February 2018.

The workshop was concluded with an **aperitif**, which allowed participants to continue the discussion in an informal way, thus favouring further networking activities.

## 2. Key messages, outcomes, recommendations

The workshop was useful to gather the point of view of participants, and to start the drafting of the Local Vision.

Below, the key messages resulting from the groups' discussion are summarised:

Group 1 [institutions, research centres, education, public authorities]
<ul style="list-style-type: none"> <li>To create a logo to be used for all the activities linked to the NPA Project. The idea is the one of launching a competition among secondary high schools' students asking them to propose a logo. A jury composed by representatives of the stakeholders and/or a community-based 'referendum' will then chose the official logo which could be coloured differently depending on the typology of activity (events, itineraries, conferences, etc.). In this way, a visual brand is created, and a proactive involvement of the young population can be ensured.</li> </ul>
<ul style="list-style-type: none"> <li>Organisation of an <b>international conference</b> focusing on Saint Martin's. This could be organised based on the scientific activities regularly carried out by the <i>Istituto Internazionale Studi Liguri</i> (having one of its branches in Albenga) and active in local history, preservation of the cultural heritage, etc. This could be an opportunity to strengthen the links with those research/study centres in Europe that have carried out studies on Saint Martin and his legacy (including cultural heritage), and with the study centres being in charge of promoting the Via Sancti Martini.</li> </ul>
<ul style="list-style-type: none"> <li>Production of a <b>video reconstructing the life of Saint Martin on the Gallinara Island</b>. The video could be then shown in the Albenga's museums, especially the one hosted in the ancient Genoese Fortress housing the Museum of the Gallinara Island (multimedia centre). This would give the possibility to show how Saint Martin lived for four years in the Albenga's territory, and thus to provide information on Saint Martins' presence in Albenga to both the local population and tourists.</li> </ul>



- Identification of a **Saint Martin's itinerary** following the artistic production linked to the Saint and hosted in museums and churches, thus valorising the cultural heritage of Albenga and its surroundings (e.g. the hinterland). This itinerary could support the development of both cultural and religious tourism in the area.
- Development of **ad hoc actions aimed at increasing the transit (and stay) of pilgrims** (e.g. strengthening the links with the Via Sancti Martini, developing specific services for pilgrims, increasing the offer of low cost accommodations for pilgrims, etc.)
- Development of an **overall strategy linking together all the initiatives** (to be developed and already existing) that can reflect Saint Martin's values and can favour the local development, with particular regard to tourism.

## Group 2

[civil society]

### Forward

The discussion of the group was focused on the following elements/questions:

- ❖ Saint Martin's values: inclusion, sharing, and hospitality
- ❖ Local Vision objective: a brand ('Saint Martin in Albenga') should be created in order to attract people
- ❖ Target of the actions: who is the 21<sup>st</sup> century pilgrim?

- Development of a **touristic offer based on the peculiarities of the Albenga area**. There are, in fact, elements that should be better valorised and exploited in order to attract tourists, not only during the summer period. In particular, the mild climate allows to practice open-air sports in all seasons; naturalist excursions can be organised in the surroundings, including submarine archaeological activities due to the presence of a Roman wreck in the sea in front of Albenga and near the Gallinara Island; whale watching activities are already possible in the sea in front of Albenga (*Pelagos - Santuario dei Cetacei*); the existing tracks should be better linked to the *Alta Via dei Monti Liguri* (a tracks' system crossing the entire Ligurian region); etc.
- Promotion of the **excellences of the territory**, with particular regard to oenogastronomy.
- Development of a **brand linked to Saint Martin** ('*Albenga per San Martino*') in order to favour synergies with the other cities involved in the Project.
- Promotion and enjoyment of the historical and archaeological heritage also through the **use of new technologies**. Among others, it would be worth to develop an electronic platform to be made available on different devices, and that can function as an App during the visit of the city as well.
- **Ad hoc touristic offer** (itineraries, museums' card, cultural events, ...) made visible through a **specific system of signs** in the city.



<ul style="list-style-type: none"> <li>• Reinforcement of the <b>synergies with other European communities</b> in the name of Saint Martin, and <b>promotion of exchange/hospitality initiatives</b> targeted especially at young people living in the cities linked by the Via Sancti Martini (the stays should be assigned through a competition).</li> </ul>
<ul style="list-style-type: none"> <li>• Development of a specific welcoming offer targeted at pilgrims (card giving access to museums, low cost accommodation system, pilgrim’s menu offered by restaurants, etc.)</li> </ul>
<ul style="list-style-type: none"> <li>• Initiatives targeted at <b>young travellers</b> (low cost touristic offer).</li> </ul>
<ul style="list-style-type: none"> <li>• Promotion of the NPA Project through the organisation of initiatives similar to the <b>FAI days</b> (<a href="https://www.fondoambiente.it/">https://www.fondoambiente.it/</a> ), but focusing on Saint Martin-linked heritage.</li> </ul>
<ul style="list-style-type: none"> <li>• Organisation of initiatives celebrating the <b>folklore and traditions linked to Saint Martin</b> (e.g. the <b>Saint Martin’s week</b> in autumn).</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Social inclusion initiatives</b> targeted at the local community being based on Saint Martin’s values (inclusion, sharing, hospitality).</li> </ul>

Although no consolidated tradition of cooperative and participative planning exists in the community, the discussion work demonstrated that there is an overall willingness of sharing objectives, and of taking the opportunity to share ideas/experiences in order to develop a strategic vision able to improve the local development and promoting Albenga’s peculiarities (e.g. agricultural production, archaeological treasures, initiatives involving the youngest, etc.). An example of this was the decision of one of the working groups (Group 2 - the civil society one) of providing the project team, few days after the workshop, with a written document summarising all the ideas discussed during the meeting. This shows a rather proactive approach to the participative process being carried out.

### 3. Communication and other technical information

As already stated above, the NPA stakeholders were selected among people active in the community with different roles (entrepreneurs, representatives of associations, social partners, members of NGOs, experts of local history and traditions, teachers, volunteers, etc.) and able to stimulate the proactive participation of the community in the drafting of Albenga’s Local Vision.

Stakeholders were invited personally through a NPA’s LSP newsletter sent by the Change Driver (Mattia Righello) via Mailchimp. A telephone recall was organised by the Municipality some days after the invitation was sent to further remind the aims of the workshop, and to check the availability of individuals to participate. Although restricted to the identified stakeholders, each stakeholder was required to eventually invite an accompanying person to the meeting (considered as relevant for the discussion) in order to enlarge participation. The participation rate was satisfactory,



with almost all those individuals having participated in the first LSP workshop (November 2017) confirming their participation. The Church representatives also attended the LSP workshop.

During the workshop, a video shooting took place in order to document the work undertaken by the stakeholders, and to gather their thoughts and impressions on the work undertaken within the framework of the NPA Project. The video shooting was continued during the next LSP workshop, and also foresees some interviews to citizens across the city. The video will be produced by a professional organisation supported by a VET centre specialising in visual productions.

#### 4. Evaluation of the event and future steps

The LSP workshop fully met the set objectives. The discussion among stakeholders, in fact, resulted in a first general reflection on the components to be taken into account for drafting the NPA's Local Vision, and paved the way to a steady networking among the different actors/stakeholders representing the local community. The main elements and thematic areas of intervention around which the NPA Local Vision will be agreed were also identified.

#### Some pictures from the LSP workshop 2





Date & time of the event	24.02.2018 11:00 - 15:00	Location	Palazzo Oddo, Albenga
No. of invited guests	90	No. of attendees	24
Name of the event	NewPilgrimAge - LSP Workshop 3		
Contact person	Davide Geddo, Michela Vecchia, Mattia Righello (ChD)		

### 1. Brief outline of the objective of the LSP event

The third LSP workshop had the **objective of continuing the discussion**, and of **agreeing the main areas and actions to be included in the NPA Local Vision**. The representatives of the community continued the discussion initiated during workshop 2 and deepened their reflection on the mid- long-term objectives of the strategic Local Vision which resulted in a set of actions to be undertaken in the future.

The same stakeholders included in the NPA mailing list were invited to take part in the workshop. Out of around **90 stakeholders invited** to the workshop, **24 attended the meeting**, with all the categories of stakeholders represented in the meeting. All those having participated in the previous workshops attended the meeting, with few exceptions due to individual engagements.

The workshop was opened with a **welcome coffee** which served as an ice breaking moment. After that, Davide Geddo (Municipality’s official in charge of the NPA Project) presented the programme of the day, and he gave the floor to the town councillor in charge of tourism policies who welcomed the stakeholders and spent few words on the expectations of the Municipality in relation to the NPA Project and Local Vision. The Change Driver (Mattia Righello) further explained the organisation of the workshop and the time schedule, and he gave the floor to Michela Vecchia (external expert supporting the Municipality in the project implementation process) who summarised the results of the previous LSP workshop (a set of slides was prepared to this aim - Annex V NPA\_LSP workshop slides [24.02.18]).

The results from the working groups were presented and used as the basis for the subsequent groups’ discussion. The results achieved during workshop 2 were grouped under different fields of action in order to provide stakeholders with a structured basis for continuing their discussion and identifying the main components of the NPA Local Vision.



The fields of action identified during workshop 2 can be summarised as follows:

Field of Action	Possible initiatives/actions
<b>Development of the touristic offer</b>	<ul style="list-style-type: none"> <li>→ Development of the accommodation offer (e.g. the so called <i>albergo diffuso</i>, widespread hospitality)</li> <li>→ Promotion of the agricultural excellences (vegetables, olive oil, wine, etc.), and of the local oenogastronomy</li> <li>→ Development of the touristic offer based on the peculiarities of the Albenga's area (tracks, open-air sport, naturalistic excursions, etc.)</li> <li>→ Organisation of events focusing on Saint Martin and his legacy (e.g. 'Saint Martin's Week' in autumn, thematic festivals, etc.)</li> <li>→ Development of a brand linked to Saint Martin ('<i>Albenga per San Martino</i>') that could also favour synergies with other cities involved in the NPA Project (e.g. involvement of other European communities in common projects)</li> </ul>
<b>Cultural Tourism</b>	<ul style="list-style-type: none"> <li>→ Promotion and fruition of the historical and archaeological heritage through the use of new technologies</li> <li>→ Ad hoc touristic services (itineraries, museum's card, cultural events, etc.) to be indicated in the city through a specific sign system</li> <li>→ Reinforcement of the synergies with other European communities, also through common projects/initiatives</li> <li>→ Organisation of an international conference focusing on Saint Martin</li> <li>→ Initiatives promoting the folklore and traditions linked to Saint Martin</li> </ul>
<b>Religious Tourism</b> [1]	<ul style="list-style-type: none"> <li>→ Video reconstruction of Saint Martin's life on the Gallinara Island to be made available in the museums (e.g. Genoese Fortress housing the Museum of the Gallinara Island)</li> </ul>



<p><b>Religious Tourism</b> [2]</p>	<ul style="list-style-type: none"> <li>→ Saint Martin’s holy places - itinerary through the religious monuments illustrating the artistic production linked to Saint Martin’s cult and his values</li> <li>→ Reinforcement of the links with the Via Sancti Martini (European Council)</li> <li>→ Pilgrims-specific incoming touristic offer (card for visiting all cultural heritage including museums, widespread and low-cost accommodation, pilgrim’s menu, etc.)</li> </ul>
<p><b>Communication &amp; Promotion</b></p>	<ul style="list-style-type: none"> <li>→ Development of a logo able to identify Albenga with Saint Martin. The idea of launching a competition among high schools’ students has to be considered</li> <li>→ Development of an electronic platform accessible from different devices, and that can function as an App during the visit of the city as well</li> <li>→ Synergies with other initiatives for the touristic promotion and development of the city</li> </ul>
<p><b>Social and Inclusive Initiatives</b></p>	<ul style="list-style-type: none"> <li>→ Social inclusion initiatives</li> <li>→ Initiatives targeted at young travellers (low-cost touristic offer)</li> <li>→ Exchange and hospitality projects among the Via Sancti Martini’s cities</li> </ul>

The two working groups (Group1 - institutions, research centres, education, public authorities; Group2 - civil society) followed, for their discussion, the back-casting methodology as suggested in the NPA document ‘*Guideline How to Set the Local Vision Statements*’. The first two steps of the process (identification and future vision) were already carried out during the LSP workshop 2, so the discussion during LSP workshop 3 was focused on the three remaining phases of the process:

- **Development of actions and assumptions** - The stakeholders discussed possible steps on how to reach the future vision from the present, addressing those dimensions that require consideration. Multiple options were identified from which the best ones were assessed, and their feasibility considered.
- **Analysis** - After having developed a set of options, the stakeholders assessed and selected them, to then focus the discussion on an actionable plan also considering threats to successful implementation.



→ **Elaboration of the vision** - The main components of the Local Vision Statement were presented by each group, discussed and shared in plenary. Subsequent steps for the drafting of the Local Vision were agreed.

The work in groups was organised in two rounds, as a **light lunch** was served at around 1 o'clock. The lunch allowed the components of the two working groups to compare and discuss their ideas in an informal way. The workshop was concluded after the presentation of the groups' conclusions in plenary.

## 2. Key messages, outcomes, recommendations

Below a summary of the final outcomes of the working groups on which the Albenga's Local Vision will be based:

### Conclusions of the Working Groups

The actions to be included in the Albenga's Local Vision must be all focused on a comprehensive knowledge of Saint Martin's legacy and his life on the Gallinara Island. Saint Martin's legacy should inform the Local Vision in terms of values (inclusion, sharing, hospitality), while his presence in the area should represent an attraction for further developing the incoming tourism offer, and the protection and valorisation of the Albenga's cultural heritage. All the envisaged actions should impact on the enlarged Albenga's community and strengthen the cooperation and proactive involvement of the community in a local development strategy targeted at both natives and tourists/pilgrims.

### Fields of Action and Proposed Activities/Initiatives

#### Communication and promotion

- Development of a communication strategy for promoting and disseminating the NPA project goals and activities
- Development of a logo providing the NPA Project with a visual identity and to be used for all actions and strategies to be undertaken/developed (different colours will be associated with different fields of action).
- Two possible competitions are proposed for the development of the logo. The first option is the one of launching the competition among local secondary school students, the second one is to launch an international competition where participants should be invited to create a logo by taking the Saint Martin's values as the inspiring element (guidelines to this aim must be developed)
- Positioning of electronic totem across the city with information on the cultural heritage, itineraries, museums, etc.



### Synergies with the Via Sancti Martini and development of religious tourism

- Strengthening the links with the Via Sancti Martini so that Albenga can be better positioned in the pilgrims' route and take advantage of the already existing network of cities and initiatives
- Identification of religious itineraries in the Albenga's area aimed at providing pilgrims walking along the Via Sancti Martini (and others) with additional reasons for spending some time in the area and at valorising the local religious-architectural heritage (churches, museums, archaeological finds, etc.)
- Establishment, in cooperation with the bishop's see, of a pilgrims' hostel (House of the Pilgrim) in the Albenga's seminary

### Development of the touristic offer

- Sustainable and open-air tourism (e.g. specific paths valorising the naturalistic resources of the area)
- Cultural tourism (e.g. specific itineraries valorising the cultural, archaeological, historical and artistic heritage)
- Religious tourism, as already explained above
- Social tourism (fair and sustainable tourism) meant as *'the participation of people in the countries of destinations as well as of holidaymakers, of disadvantaged layers of society or those unable to participate in tourism, holidays and their advantages for whatever reason'* as defined by International Social Tourism Organisation (<http://www.oits-isto.org/oits/public/directory.jsf>)
- Launch of an institutional discussion between the Municipality of Albenga and the Gallinara Island's Property in order to make it possible to visit the island (even to a limited number of tourists per year)

### Cultural initiatives

- Organisation of an international conference on Saint Martin which should be the final event of a historical research path documenting the Saint Martin's presence in the Albenga area. It would be positive to establish a strict cooperation with the Via Sancti Martini centres within the framework of this initiative
- Drafting of the texts to be used for promotional materials (leaflets, texts of the electronic platform, system of signs to be positioned in the in the city, etc.) based on historical and scientific evidence
- Promotion of cultural exchanges among schools (e.g. those of the NPA cities and/or of the Via Sancti Martini)



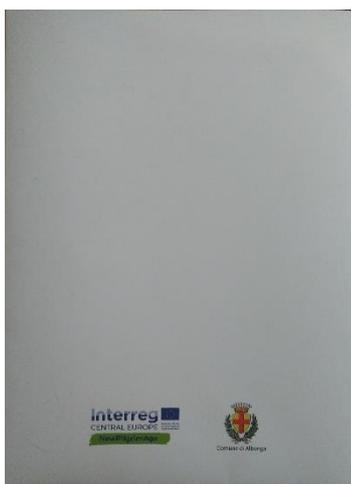
**Other initiatives**

- Sport events
- Valorisation of local products (vegetables, wine, ...)
- Starting a process leading to the denomination of an herb growing on the Gallinara Island and of which Saint Martin feed during his stay (elleboro) as Saint Martin’s Herb
- Organisation of a popular event (e.g. ‘The Week of Saint Martin’ in autumn) whose focus should be Saint Martin’s values and cultural heritage

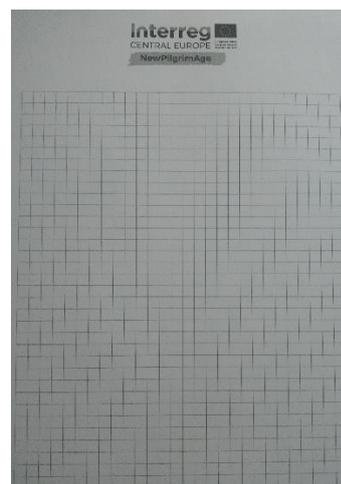
**3. Communication and other technical information**

Stakeholders were invited personally through a NPA’s LSP newsletter sent by the Change Driver (Mattia Righello) via Mailchimp. For this workshop as well, a telephone recall was organised by the Municipality some days after the invitation was sent in order to check the availability of individuals to participate. The participation rate was satisfactory, with almost all those individuals having participated in the previous LSP workshop (03.02 2018) confirming their participation<sup>2</sup>.

During workshop 3, the video shooting continued for documenting the work undertaken by the stakeholders, and to gather their thoughts and impressions on the Local Vision. Additionally, for both workshops some posters and signs to be put up in the venues were produced, as well as some block notes and folders to be distributed to participants.



Folder



Notebook

**4. Evaluation of the event and future steps**

The LSP workshop fully met the set objectives. The discussion among stakeholders, in fact, resulted in a number of relevant inputs for drafting a shared Local Vision covering

<sup>2</sup> Those who did not participate had to renounce due to personal engagements.



different fields of actions and typology of initiatives. The main elements and thematic areas of intervention around which the NPA Local Vision were identified, and the subsequent steps of the process agreed.

The Local Vision Statement will be drafted by the project team, and the first version sent to the stakeholders having participated in working groups for gathering their comments. Once the feedback will be received, a second draft will be circulated in order to have the final agreement from the Local Stakeholders Platform. The Local Vision will be drafted both in Italian and English.

Once the NPA Local Vision will be finalised, a public event will be organised in order to share it with the entire local community, thus involving all citizens in the subsequent phases of the NPA Project.

### Some pictures from the LSP workshop 3





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## Annexes

- **Mailing list**, list of invited stakeholders valid for both workshops  
Annex I: NPA Mailing list - LSP workshops
- **List of Participants**, signed lists  
Annex II: PP6 LSP workshop 2 - Signed list of participants [03.02.18]  
Annex III: PP6 LSP workshop 3 - Signed list of participants [24.02.18]
- **Presentations**, Slides used during the workshops  
Annex IV: NPA\_LSP workshop slides [03.02.18]  
Annex V: NPA\_LSP workshop slides [24.02.18]