



# PP8 - MUNICIPALITY OF ALBENGA

## LOCAL STAKEHOLDER PLATFORM - WORKSHOP1

**Version 1**  
**25 November 2017**

Date & time of the event	25.11.2017 17:00 - 19:00	Location	Palazzo Scotto Niccolari, Albenga
No. of invited guests	51	No. of attendees	28
Name of the event	Il Progetto NewPilgrimAge. Un'opportunità per la comunità ingauna		
Contact person	Davide Geddo, Michela Vecchia, Mattia Righello (ChD)		

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

The first LSP workshop had the objective of gathering local stakeholders for presenting them the project rationale and objectives, as well the activities to be undertaken with them throughout the project lifetime. The workshop was the first opportunity of having representatives of the community sitting together, reflecting on the opportunity given by the NPA project, get to know the Change Driver and engage in a participative process resulting in a common strategic local vision and roadmap.

Participants were selected among the different categories of stakeholders active on the territory (representatives of education institutions, art and cultural associations, NGOs, social partners, sectorial associations, enterprises, Church, etc.). Although restricted to the invited stakeholders, eventual accompanying persons were also welcomed in the meeting. Out of 51 stakeholders invited to the workshop, 28 attended the meeting. Apart from the representatives of the Church (involved in a religious ceremony), all the other category of stakeholders participated in the meeting.

The workshop was conceived as an interactive presentation session, and was structured around four main inputs:



- An historical review of St. Martin's stay in Albenga and his legacy
- The NPA Project main features (objectives, partnership, activities, expected results)
- The role of the stakeholders and the participative process leading to the definition of a local strategic vision and roadmap
- The next activities of the LSP.

Due to the typology of event organized (not yet a working session), it was decided to administer a brief questionnaire to all participants in order to verify their willingness in taking an active part in the participative process aimed at developing a local vision and roadmap, and the main topics/areas of intervention that they consider as relevant for a sustainable local development. The data resulting from the questionnaire will be used as a discussion basis for the next LSP workshop.

## **2. Key messages, outcomes, recommendations**

All participants demonstrated a good level of interest in the project, and their willingness to proactively participate in project activities at the local level. The workshop was useful to gather the point of view of participants, and it is clear from the information gathered that all stakeholders agree on the fact that the local development strategy should focus on tourism-related topics. More in particular, consensus was reached on the following issues:

- Promotion of the municipal territory (tourism, cultural heritage, enterprises)
- Development of cultural tourism, including wine-and-food routes
- Development of archaeological routes, including submarine archaeology
- Restoration of the artistic and archaeological heritage.

Based on the comments gathered through the questionnaires, the impression is that the local community is aware of the fact that there is no tradition of cooperative and participative planning yet. The project represents, therefore, an excellent opportunity for the community to share ideas and develop a strategic vision/roadmap for improving local development strategies, and promoting Albenga's peculiarities (e.g. agricultural production, archaeological treasures, initiatives involving the youngest, etc.).

## **3. Communication and other technical information**

As stated above, 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 NPA project activities.

Stakeholders were invited personally through an official invitation of the Mayor. The invitation was sent by email by the Municipality, and was followed by a telephone recall to further explain the aim of the meeting and check the availability of individuals to participate in the workshop. The participation rate was satisfactory, with almost half of the invited stakeholders attending the workshop.



The workshop was held in one of the historical buildings of the town (Palazzo Scotto Niccolari) where a number of cultural and community-based activities usually take place. Due to the venue, the use of technologies was limited (only a ppt presentation was used), but it is planned to use ICT-based tools in the next LSP's meetings.

The Change Driver presented the forthcoming activities to the audience. The next LSP workshop is planned to take place next January, however continuous communication with stakeholders is planned to take place in the meantime. A dedicated email address has been created ([npa.albenga@gmail.it](mailto:npa.albenga@gmail.it)) in order to ensure a direct communication channel between LSP's members, the Change Driver and the Municipality. Beside this, a local newsletter will be edited once per month in order to keep people informed on Project developments and it will be dispatched to a larger audience in order to eventually involve additional stakeholders in the future activities. Most probably, activities will be carried out with a thematic focus, with parallel laboratories working on specific areas of intervention (e.g. cultural tourism and archeological routes; involvement of younger people and ICT-based promotion tools; wine production and wine-and-food routes; hospitality and social inclusion; etc.). The NPA local FB page will be created as soon as the laboratories will start producing structured ideas and possible development paths.

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

The first LSP workshop fully met the set objectives. The meeting, in fact, further raised awareness on the project and the activities to be undertaken at the community level in the near future. The stakeholders welcomed the community-based activities enthusiastically, and the meeting was for sure effective for starting a steady networking among the different actors/stakeholders representing the different components of the local community.

The challenge will be now to transform the general willingness to participating in a proactive engagement of individual stakeholders in concrete community-driven activities, whose aim is the development of a shared and agreed perspective and strategic vision along with a structured local roadmap. To this aim, the intention is to organise the next LSP workshop as a cooperative working session, during which plenary sessions and thematic laboratories will be organised in order to start identifying the main elements and thematic areas, which will form the strategic vision.

#### **Attachments**

- **List of Participants**, both invited stakeholders & actual participants are listed (File: PP8 LSP workshop 1 - list of invited [25.11.17])
- **Presentations: Slides** (File: NPA\_LSP workshop slides [25.11.17])
- **Digital copy of visual material:**
  1. Synthesis of the NPA Project in Italian



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(File: NPA - Sintesi del progetto NewPilgrimAge)

2. Questionnaire

(File: LSP workshop 25.11.17 - questionnaire)

- Photos (File: PP8 - LSP workshop pictures)