

PP8/SVIM

Report of no. 1

D2.2.11 Innovative, participatory dissemination event

Date	28/06/2021
Location	Monastery of Fonte Avellana – Live Meeting
Time	from 9:30 to 13:30
Prepared by	PP8/SVIM

Agenda

9:30 – 9:50	<p>Opening session</p> <p>Dom Gianni Giacomelli, Prior of the Monastery of Fonte Avellana</p> <p>Ludovico Caverni, Mayor of the Municipality of Serra Sant’Abbondio</p>
09:50 – 10:00	<p>Introduction - Overview of the Project</p> <p>Gianluca Carrabs – Sole Administrator SVIM S.r.l.</p>
10:00 – 11:00	<p>I PANEL – TAKE IT SLOW Project</p> <p><i>The TAKE IT SLOW project: the pilot action for the protection and valorization of the Forest Codex of Camaldoli</i></p>

	Lucia Catalani - Head of Territorial Policies, Sustainability, Innovation and Cooperation Area SVIM
11:00 – 11.15	<i>Coffee break</i>
11:15 – 13:30	<p>II PANEL – LCP Focus group</p> <p><i>Presentation of all LCP members</i></p> <p><i>The role of the LCP in the valorization of the Forest Codex of Camaldoli</i></p> <p>AoB</p> <p>All participants</p>

Participants

No.	Name of the participant	Organization
1	Gianluca Carrabs	SVIM – Sviluppo Marche S.r.l.
2	Lucia Catalani	SVIM – Sviluppo Marche S.r.l.
3	Patrizia Pantaleoni	SVIM – Sviluppo Marche S.r.l.
4	Chantal Ionni	SVIM – Sviluppo Marche S.r.l.
5	Barbara Di Pietro	SVIM – Sviluppo Marche S.r.l.
6	Gabriele Costantini	SVIM – Sviluppo Marche S.r.l.
7	Gianni Giacomelli	Congregazione Camaldolese dell'Ordine di San Benedetto
8	Salvatore Frigerio	Collegium Scriptorium Fontis Avellanae
9	Cesare Bovinelli	Congregazione Camaldolese dell'Ordine di San Benedetto
10	Ludovico Caverni	Municipality of Serra Sant'Abbondio
11	Sabrina Santelli	Municipality of Pergola / Joint Alte Marche

12	Osvaldo Lucciarini	Fondazione Medit Silva
13	Francesco Amadori	Unione Montana del Catria e Nerone
14	Domenico Stortini	Comunanza Agraria di Serra Sant'Abbondio

METHODOLOGY OF THE PARTICIPATORY DISSEMINATION EVENT

Svim created a work environment to inspire the participants to a free and passionate discussion. The peculiarity of the method consisted in letting the participants to be self-managed by a common framework, with a very light form of facilitation conducted by Svim which provided the guidance with some reference questions. The idea behind this participatory event was as simple as revolutionary: to work to create important conversations, with the ability to formulate questions that invited the participants to work in a positive way, investigating the deeper meaning of problems. In order to aspire to gather 'deep' information, the topic under investigation was well defined, such as to allow the discussion to be divided into few questions, thus giving all group members the opportunity to intervene. The topic was also very interesting and known by the participants, which motivated them to discuss, putting them in a position to be able to thematise the topic of investigation

People sat in a circle and discussed questions raised by Svim facilitator relying in the debate created among the participants under the guidance of a moderator. The participants interacted with each other, verbally and non-verbally, contributing to the co-production of the final information, the response was generated by the group discussion, therefore by the interaction and dynamics that are established between the participants. During the discussion, a series of cognitive and communicative mechanisms were activated which turned out to be resources for the purposes of the information produced.

MEETING HIGHLIGHTS AND MAIN CONCLUSIONS

The 5th LCP meeting was organized in presence by PP8/SVIM on 28th June 2021 at the Monastery of Fonte Avellana, County of Pesaro-Urbino (Italy).

The Prior of the Monastery, Dom Gianni Giacomelli, and the Mayor of the Municipality of Serra Sant'Abbondio, Ludovico Caverni, opened the meeting.

Gianluca Carrabs, Sole Administrator of SVIM – Sviluppo Marche S.r.l. introduced the project highlighting its aim to implement the smart management of micro-tourism destinations to stimulate local communities in addressing the impact of the tourism industry and at the same time to protect and promote the rich natural and cultural heritage characterizing the intervention area.

Lucia Catalani, Svim coordinator of TAKE IT SLOW, underlined that the aim of the project pilot action is to enhance the historical and cultural heritage in the management of the territory and natural

resources. The Local Community of Practice will focus on the potential of the intangible Forest Codex of Camaldoli, as an attraction for the development of a sustainable tourism destination. Process of LCP involvement should be clear to ensure that there is agreement during the pilot action.

After her introduction, Lucia Catalani handed the floor to the participants for a short presentation of each LCP member, comments and questions on the project.

Dom Salvatore Frigerio, monk of the Monastery of Fonte Avellana, briefly presented the Forest Codex of Camaldoli, explaining that it contains 850 years of rules and regulations on forest and land management; it represents an historical paradigm of balanced relationship between man and nature, a concrete model of sustainable development in the Apennine area.

Sabrina Santelli, on behalf of the Joint Alte Marche and the Municipality of Pergola, stated that it is necessary to define a marketing and management plan to promote the enhancement and the accessibility of the Forest Codex of Camaldoli, including it within the local territorial development plan.

The Professor Carlo Urbinati, on behalf of Università Politecnica delle Marche - Department of Agricultural, Food and Environmental Sciences, was unable to attend the meeting and sent a short video presentation communicating the membership of the University to the LCP and its commitment to the project.

The pilot action work plan (objectives, outputs and timelines) was presented by SVIM and discussed with participants. The opening of the visitors' centre is scheduled in Spring 2022.

The workplan was approved by all LCP members, with the common objective to provide to the Codex the maximum accessibility and transparency and to integrate this intangible cultural heritage to local tourism offer.

Finally, SVIM introduced the planned project activities designed to strengthening the collaboration between key actors involved in the promotion of local natural and cultural heritage: innovative training sessions for the creation of "Tourism Business Network" (product clubs, networks, associations, businesses); exchanges of good practices on sustainable, slow and smart products or services in tourism; training on certification etc.

The next operational LCP meeting is scheduled in September 2021.

PHOTO OF THE PARTICIPATORY EVENT

