

EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA

WP 2.4 COMMUNICATION

D. 2.4.4: Participatory planning process



Summary

N. 1 – 18 03 2022 MEETING WITH LOCAL STAKEHOLDER TO ANALYSE POTENTIAL OF EXCOVER PRODUCTS AND TOOLS TO BE USED FOR MARKETING AND COMMUNICATION

N.1 – 29 04 2022 PARTICIPATORY PLANNING PROCESS

PROJECT PARTNER INVOLVED:

DELTA 2000 PP8

TERRITORY INVOLVED:

Municipality of Ostellato (IT)

MAIN STAKEHOLDER AND TARGET GROUPS INVOLVED:

Citizens of Ostellato interested in enhancing the area in terms of tourism

Ivo Teodori - Photographer and environmental expert

Alessia Sertonio - Owner of 2 hotel facilities in Ostellato

Angela Bellini – Environmental guide

Massimo Rossi - Fipsas national communication and marketing manager

Ettore Bigi - Retired doctor and active in rural regeneration projects

WHEN:

29 April 2022

WHERE:

Cortevalle Conference & Convention Hall – Strada Mezzano,14 44020 Ostellato (IT)

HOW:

The participatory process was promoted by sending emails to all stakeholders involved in previous EXCOVER activities (WP3 and WP4), through targeted phone calls, by posting posters in public venues and through a Facebook post on DELTA 2000's page.

OBJECTIVE

The main goal of the participatory planning process was to involve local community in the rethinking of the cultural and natural attractions of Ostellato within EXCOVER project, with a focus on the local territory Museum. The strategy is to effectively incorporate communities into the planning and development process of the museum project. During the in-depth analysis of the Ostellato area, conducted through SWOT analysis (WP3) and heritage mapping (WP4), it was found that the local community considers the local museum as a fundamental asset for the development of tourism and the enhancement of the cultural offer. It was also found that the museum, in its current condition, is not sufficiently attractive, both for its structural condition, which requires maintenance work, and for the type of exhibition.

This gave rise to the idea of a participatory process to involve the population in a feasibility study aimed at proposing a new solution for the internal exhibition parts and the organisation of the park that surrounds the museum, to create a renewed museum that could represent a point of reference for the enhancement of the territory within the EXCOVER project.

METHODOLOGY

The participatory planning process was organized at the Territory Museum on **Friday 29th April 2022** and was conducted by arch. **Michele Marchi**, expert on issues concerning the removal of architectural barriers and physical, cognitive, and social accessibility for public and private buildings. The methodological approach with which the Participatory Planning process was carried out was that of Design Thinking and Human Centred Design.

Design Thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. Involving five phases—Empathize, Define, Ideate, Prototype and Test—it is most useful to tackle problems that are ill-defined or unknown.



Human-centered design is a problem-solving technique that puts real people at the center of the development process, enabling to create services that resonate and are tailored to the audience’s needs. The goal is to keep users’ wants, pain points, and preferences front of mind during every phase of the process. It starts with the people; involves co-designing and collaboration; and allows to build empathy with the users to find and select more confident solutions. The framework requires both divergent and convergent thinking—start wide, then go narrow. Engage with users to uncover as many problems as possible, then narrow your focus on one of these problems.



OUTCOMES

Needs deemed most important by stakeholders for the rethinking of the cultural and natural attractions of Ostellato are:

- ✓ Involve local public and private operators;

- ✓ Highlighting the environmental, historical, cultural characteristics linked to the water, sport fishing techniques;
- ✓ Enrich the area's historical, cultural and environmental offer;
- ✓ Carefully evaluate economic maintenance over time;
- ✓ Museum as a space for active citizenship;
- ✓ Triggering virtuous dynamics between school and territory;
- ✓ Museum space as an attractor of citizenship interests;
- ✓ Trying to involve as many users as possible (schoolchildren, the elderly, associations, ...);
- ✓ Finding its own image identity, then creating synergy with other experiences in the area.

Posters in public venues

VENERDI' 29 APRILE
DALLE 10 ALLE 12

Siete invitati all'**incontro partecipato** per proporre le vostre idee per lo sviluppo di un percorso espositivo da realizzare in una sezione dedicata all'interno del **Museo del Territorio di Ostellato**.

Coordina l'incontro l'architetto
Michele Marchi
Dipartimento di Architettura UNIFE

c/o Sala Convegni Cortevalle
Strada Mezzano, 14 - Ostellato

Per partecipare
INFO@DELTADUEMILA.NET
Tel. 0533 57693





Progetto realizzato da DELTA 2000 nell'ambito del progetto EXCOVER - programma INTERREG ITALIA CROAZIA 2014-2020

Pictures of the Participatory Planning Process – 29 04 2022



Facebook post Participatory Planning Process - 27 04 2022



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Modifica Invia messaggio

Promuovi

DELTA 2000
Pubblicato da Tristana Randi • 27 aprile •

Venerdì 29 aprile **incontro partecipato** aperto a tutti i cittadini per proporre idee per il Museo del Territorio di Ostellato!
Date 10 alle 12 presso Sala Convegni Cortevalle - Strada Mezzano, 14 - Ostellato.

Vi aspettiamo!
Lo studio di fattibilità del Museo del Territorio di Ostellato è finanziato da DELTA 2000 nell'ambito del progetto EXCOVER - Programma INTERREG ITALIA CROAZIA 2014-2020
Pro Loco di Ostellato Comune di Ostellato Excover
#musei #partecipazione #territorio #deltadelpo

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Michele Marchi
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Per partecipare
INFO@DELTA2000.NET
Tel: 0533 57693


813 Persone raggiunte 47 Interazioni - Punteggio di distribuzione

Metti in evidenza il post

6 Condivisioni: 5







Mi piace Commenta Condividi

Attendance sheet



Meeting Object Participatory Meeting with community for Territory Museum Ostellato

Location, Date 29 April 2022 Ostellato Cortevalle Hall 10.00 - 12.00

n.	First Name	Family Name	Position	Partner's Number / Organization's name	Country	E-mail	Privacy Authorization	FIRMA Signature
1	Rob	Toni	citadino		ITALY		<input checked="" type="checkbox"/>	
2	ALESSIA	SELENIO	CITADINO		ITALY	INFO@DADUEMILA.IT	<input checked="" type="checkbox"/>	
3	MASSIMA	RACSI	PIPSAS		ITALY	SELENIO@PIPSAS.IT	<input checked="" type="checkbox"/>	
4	ANGELA	BELUINI	GUIDA AMBIENTALE		ITALY		<input checked="" type="checkbox"/>	
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6	Aidele	Morch	ARCHITETA		ITALY		<input checked="" type="checkbox"/>	

European Regional Development Fund www.italy-croatia.eu/EXCOVER