

# WP2.4

## Dissemination Events and Participatory Planning Processes Report Municipality of Campobasso PP9

## PROJEKT EXCOVER

### PARTICIPATORY PLANNING AND FOCUS GROUPS

Project info	
Project acronym	EXCOVER
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Activity	2.4
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WP leader	JURRA

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## PARTICIPATORY PLANNING PROCESS

*(Deliverable 2.4. Participatory planning process, Target value: 1 each partner)*

**Basic info about the PPP:** Municipality of Campobasso, Piazzetta Palombo, 6 agosto; 20 agosto; 27 agosto; 3 settembre; 10 settembre 2020, offline forum.

**List of participants:** associations, local experts, citizens, cultural heritage professionals, institutions (see the signature register)

**Facilitator:** JustMO' soc. Coop: Silvia Santorelli, Nella Rescigno, Michele Fratino ([www.justmo.org](http://www.justmo.org))

### Minutes of the PPP:

For the activation of the participation process of the citizens of Campobasso it was decided to intervene through a program of meetings structured according to a calendar of appointments, shared with the population, the preparation of lists of local actors, who have been active for some time in the cultural and tourism, and with the conception of an Excover Space through which it was possible to both safely interview the people indicated in the lists, and to get to know the rest of the community and the residents of the historic city center. The interviews were planned in the months of August and September 2020, a period affected by the first pandemic wave during which there were several decrees on the possibility of meeting issued by the national government, a period which, however, at least in Molise, did not present worrying data on infections. indeed, for the first time the tourist experience was tangible, so much so that the region, and in particular Campobasso, discovered itself as a destination chosen above all by Italians who wanted to travel safely and, at the same time, explore one of the less known territories in Italy. To avoid logistical problems related to any changes to the methods of meetings, but above all to ensure a safe participation, without gatherings, and at the same time comfortable, able to make the interviewees or those passing through feel at ease, a real place of the city, Piazzetta Palombo, open space but bounded by houses and shops, located in the heart of the historic center, point of contact between the medieval village, the original one perched on the hill, and the nineteenth-century one of the garden city, developed in the flat part during the Murattiano period. The square today hosts craft shops and in the large flat square, where the local market in the past took place, cultural events and events, shows and concerts, festivals and other initiatives promoted by the municipal administration, private individuals and other local bodies are often held. Piazzetta Palombo has therefore become over time a place lived and frequented by citizens who come here for various reasons or simply choose to pass through the square because it is the shortest route to cross the two ancient parts of the city. In the programming of the calendar, every Thursday in August and September was chosen, so in the Excover Space from about 17.00 to 20.30 it was possible to meet the facilitators who interviewed groups of people, namely individual professionals, associations, artisans and traders, and people of passage or residents who participated by making the participation process active and lively.

To involve the community, it was decided to share the program with dates and times through email, social networks, press releases and word of mouth in order to spread the initiative and thus reach the largest number of people, even young audiences. In addition, the facilitators have identified and contacted cultural, tourist and environmental associations, professionals and experts of the area, amateurs and local historians, artisans and enthusiasts of ancient techniques and custodians of knowledge, commercial activities active in the historic center. Every Thursday was dedicated to one or more interest groups; the participants involved came from different professional and associative experiences but were united by common interests and actions. The idea of creating heterogeneous groups was preferred to make participation lively and active. The groups consisted of eight to ten people who reached Piazzetta Palombo on agreed time (e.g. professional musicians, photographers, museum operators, tour guides, organizers of events and shows, art historians, environmental guides, museum curators). To facilitate the interview, a series of questions were formulated through a questionnaire model administered orally, in this way the same questions were always proposed but each interviewee was free to answer according to his experience of active action on the city or of lived in the city, both as a citizen and as a professional, member of associations, tourist of its places. Each interview is accompanied by a paper form in which the facilitators indicated the interviewee's data, the various suggested answers, further observations and notes; in addition, the interviews were documented with video and audio when the interviewee consented to the shooting. The choice of Thursday in the middle of the week favored the possibility of involving passing people or residents of the historic center for a variety of reasons: the day was not affected by the internal summer flow that heads to the sea, no particular events were planned. citizens, the meetings were held in the late summer afternoon, which is the least hot time of the day when it is more pleasant to take a walk. Then organizing an open space, lasting about four hours, made it possible to interview other people who made themselves available and who were very intrigued by the project. In total, 65 Campobassani of different ages, from different professional backgrounds and experiences, ways of approaching the city and ability to relate to the rest of the community were interviewed. The creation of the Excover Space has made it very easy to meet citizens, professionals, associations, residents, artisans, restaurateurs, traders, etc.

The choice of Piazzetta Palombo was a strategic operation for a number of reasons. The square dedicated to crafts is a space managed by the Municipality that entrusts the small premises that open onto a large open space and passage to traders. The administration itself has an information box used during certain periods of the year, in particular during the months of greatest cultural activity (June for the Mysteries, the most important Campobassan tradition, in Summer or in December when the events organized by the administration take place. with a billboard of activities and programs). The square, defined on the sides by arcades that have made it perfect for safe and non-distracting meetings, is positioned between the medieval core and the nineteenth-century village of the city, a place of passage for residents and citizens, easy to reach. Piazzetta Palombo has also been an expression of cultural vivacity for some years since it is able to host concerts, theatrical performances, book presentations, cultural events, etc. Finally, the presence of artisans, a bar,

merchants, the creative writing group for comics and the possibility of staging one of the municipal boxes (for example, the student committees in August sell used books and create initiatives of meeting between students) always make the experience of the place different. No particular logistical and movement difficulties were encountered for the realization of the meetings, as the common manager of the place and having the reserved box available. The place is much loved by the Campobassans, it has become even more welcoming with the organization of a stand set up with the information material of the Excover project (Roll up, flyers and leaflets), with the chairs arranged in a circle for a better comparison between people, and the setting up of a small corner with biscuits, herbal teas and drinks in order to make the interview more authentic and relaxed. During the period of the pandemic, the regulations in place on spacing, individual protection, sanitation of hands and contact surfaces were respected. Through press releases, social networks, emails, word of mouth, and physical presence for over a month, the promotion of the Excover Space and focus groups was activated. With the publication and dissemination of the calendar of appointments, citizens were reached and therefore invited to participate in the project to provide their contribution of knowledge.

Through a detailed research on the realities active in Campobasso, the facilitators then invited the local associations that deal with cultural events, tourism, environment, traditions, etc. who, in this way, provided their experience aimed at building the mapping of local knowledge and experiences. Otherwise, a direct appointment was requested at the shops, restaurateurs, pubs and bars in order to meet artisans and traders and involve them in the collection and sharing of ideas, little-known stories, chat about the city and, also, hypothesize strategies. During the interviews with the managers of the commercial activities, the facilitators formulated some hypotheses and asked questions related to tourism. As already indicated, the summer of 2020 saw an important number of tourists in the city, especially in August, single families and small groups (people who moved without a tour guide or a companion, using the online information), who chose to stay in the city to get to know it and from there move to other cultural destinations, including regional ones. Traders were therefore the privileged interlocutors in the relationship with tourists, often unwittingly, therefore the involvement of different categories of activities made it possible to analyze the information obtained from different points of view. Starting from this observation and the absence of a tourist info point in the city, during the interviews technical questions were asked on hospitality, on the comparison with the tourist, on knowledge of local heritage, on suggestions to provide for visiting the city. The data that emerged was very interesting. Based on the type of commercial activity and its openness to the public (newsagents, pubs with evening hours, artisans with morning and afternoon openings, etc. were interviewed) we tried to understand the relationship with the different target of tourists who passed through cities and who may have needed travel information or suggestions. Thus from pub managers, who more often have the opportunity to interact with young people and adults even at night, to newsstands that throughout the day mediate information with residents and passing people, to the various artisans who favor meeting and intrigue different typologies of users through the techniques kept and shown, it emerged that the traders themselves do not know well some

tourist aspects of the city. Often the opening hours of museums and places of culture are ignored, how to answer general questions about what to see, how to find information and which websites to consult, where to eat vegetarian or vegan, how to contact tourist and environmental guides, if itineraries or maps of the city are available, what to see outside Campobasso, what to do in the city during the days of stay, etc. Noting the difficulty and the desire to get further involved and thus provide help and further professionalism to their work, the different types of commercial activities have greatly appreciated both the design idea of Excover in involving the community in the construction of a tourist image. of the city is the idea of being directly involved as "non-formal informants", so much so that some have expressed the desire to be part of the widespread Info Point always available to tourists, an action that the Municipality of Campobasso intends to activate through Excover, and thus be trained and informed to become active points of the community map.

The widespread info point, open at any time of day, distributed over different points of the city, in contact with different targets, will become a further phase of the community participation process, lasting over time, which will take place until the presentation of the project final but which we hope will continue as a continuous practice and experimentation of the participation process. The Municipality of Campobasso promptly worked by providing support in the organization of the Excover Space in Piazzetta Palombo, in particular by managing the box with the contained supply, suggesting local actors who provide tourist and cultural proposals as well as often participate in the activities that administration itself proposes. In addition, the municipal press office contributed to the dissemination through press releases and official social pages. The officials were always in contact with the facilitators for a constructive discussion and to get to know the citizens' point of view. Some public institutions present in the city were then involved, such as the Director of the Samnite Museum and the Director of the A.R.A.T.R.O Museum (UNIMOL experimental center of contemporary art) who provided ideas, suggestions and their own experience in the construction of projects for its own museums and the involvement of the public.

Attachments to the report should contain:

- Photos/videos or screenshots recorded during the PPP
- Participants list
- Press releases and/or published articles

## PPP SEMINAR AND FOCUS GROUP

*(Deliverable 2.4. PPP seminar or focus group, Target value: 1 each partner)*

### FOCUS GROUP 1

**Basic info about the PPP:** Municipality of Campobasso, Spazio Sfuso, 29 Aprile 2022, Focus group.

**List of participants:** high school of Campobasso (tourism section), students of the University del Gusto – Scienze Gastronomiche di Pollenzo - Bra

**Facilitator:** JustMO' soc. Coop: Silvia Santorelli, Riccardo Gentile Lorusso, Michele Fratino ([www.justmo.org](http://www.justmo.org))

### Minutes of the PPP:

In order to monitor the work on tourism products designed for Campobasso, it was decided to experiment with the discovery of the city through the involvement of students from an upper secondary school in the city and a group of university students of gastronomic sciences visiting Campobasso and Molise. The choice of involving young people, of different ages, residents and non-residents, was made in order to understand how interesting was the creation of figital materials as a support to the travel discovery proposed for Campobasso. At the headquarters of the JustMO' - group of facilitators- two appointments, lasting about two hours, were organized in which the experts presented the project and the local and transnational context. As two groups were chosen, the role and purpose of the work session were explained to the participants. The tourist products were then presented first in digital mode, then, through a tourist route, it was possible to try and explore the digital map designed for Campobasso. Participants greatly appreciated the idea of having a paper product integrated with digital insights that can be easily consulted from their mobile phones. Easy tools both in formats and contents and above all graphically beautiful to keep as a souvenir of the trip. Through the guided tour, the focus group was made into a traveling action from which responses were collected in real time, as well as the perceptions and suggestions of the stakeholders.

Attachments to the report should contain:

- Photos/videos or screenshots recorded during the PPP
- Participants list

## Focus group 2

**Basic info about the PPP:** Municipality of Campobasso, Circolo Sannitico, 30 Giugno 2022, Focus group.

**List of participants:** associations, local experts, citizens, cultural heritage professionals, blogger, travel agencies (see the signature register)

**Facilitator:** Assessor Paola Felice and Claudia Romaniello for the Municipality of Campobasso, JustMO' soc. Coop: Silvia Santorelli, Riccardo Gentile Lorusso ([www.justmo.org](http://www.justmo.org))

### Minutes of the PPP:

At the Circolo Sannitico, from 5.30 pm, the workshop dedicated to the presentation of the tourist products made for the Excover project was held, in which the Councilor for Culture of Campobasso, Paola Felice, Dr. Claudia Romaniello, of the Political Office spoke. Of the Municipality of Campobasso, and Dr. Silvia Santorelli of JustMO '(external consultant of the project). Together with all the subjects who were involved in the various phases of the project, residents, the heads of museum institutions, associations active in the area but also commercial operators (involved in the creation of the widespread infopoint), tourist agencies and travel blogger.

The activities carried out during the project were illustrated during the works, in particular the two tourist products designed to discover Campobasso were presented, and designed as a tool for agencies that have to position the travel offer made, and the materials designed to support of the visitor, that is the community map and the postcard resulting from the participatory process activated with the stakeholders and citizens who have brought knowledge, curiosity and experience to be exploited. The attention of the participants was positive and they not only showed interest in the activities carried out, but also proposed to support the diffusion of the products designed for the positioning strategy. Immediately after the phase dedicated to the real workshop, from 7.00 pm, the community map and the digital postcard with the tourist visit of the historic center of Campobasso were tested, experimenting, together with JustMO ', the additional contents included in the phigital products. The final stage of the traveling workshop was the Monforte Castle where the musical duo, voice and guitar, welcomed tourists and onlookers with traditional music.

Attachments to the report should contain:

- Focus group agenda
- Presentations used during the focus group
- Photos/videos or screenshots recorded during the focus group
- Participants list
- Press releases and/or published articles