Report describing
the pilot action in Campobasso
D4.3.1

Work package:	4 Customising and implementing the joint transnational strategy in the partner areas
Activity number:	4.3 Pilot action in Campobasso
Partner in charge:	City of Campobasso
Partners involved:	All
Status:	Final, Version 1.0
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RECOLOR – PILOT ACTION PRESENTATION
MUNICIPALITY OF CAMPOBASSO, PP2
Revitalizing the Centre of Campobasso

Activity No:	Start – end date:	Budget
4.3	19/06/2022 - 30/06/2022	€ 74.908,00

PROMOTED HERITAGE		
Cultural Heritage	Type[1]	List[2]
1. Church of "San Giorgio"	Tangible	UNESCO WHS
2. Church of "Sant'Antonio Abate"	Tangible	UNESCO WHS
3. Church of "Santa Maria della Croce"	Tangible	UNESCO WHS
4. Church of "Madonna del Monte"	Tangible	
5. Church and square "San Leonardo"	Tangible	
6. Church of "San Bartolomeo"	Tangible	
7. Cathedral of "Santissima Trinità"	Tangible	
8. Monforte Castle	Tangible	
9. Tower of Jaluongo	Tangible	
10. Tower of Terzano	Tangible	
11. Walls and entrance doors of the historic center of Campobasso	Tangible	
12. Painting "La Pace tra i Crociati e i Trinitari" - Gian Maria Felice	Tangible	
13. Path "Via Matris"	Tangible	
14. House of Delicata Civerra	Tangible	

[1] Tangible, untangible or both1
[2] State if herirage is inscribed on the national or transnational proteczion list

15.	"Palombo" square	Tangible	
16.	Cannavina street	Tangible	
17.	School house – Ex D'Ovidio school	Tangible	
18.			
Natural Heritage		Type	List
1.	Monforte Hill	Intangible	Site of Community Importance
2.	Villa de Capoa	Both	
3.			

STAKEHOLDERS FROM DIFFERENT SECTORS INVOLVED INTO THE DESIGN PROCESS *(Public Authorities / Culture and Nature heritage preservation bodies / Tourism bodies / companies / NGO's)*			
	Organization / company / body	No of persons involved	Role / engagement in pilot action
1	GAL Molise	2	Participant - definition of the paths and activities of the pilot events
2	ARES	2	Participant - definition of the paths and activities of the pilot events
3	WWF Molise	1	Participant - definition of the paths and activities of the pilot events
4	Fare Verde	1	Participant - definition of the paths and activities of the pilot event
5	Legambiente Campobasso	1	Participant - definition of the paths and activities of the pilot events
6	Associazione Centro storico Campobasso	1	Participant - definition of the paths and activities of the pilot events
7	Associazione Crociati e Trinitari	2	Participant - definition of the paths and activities of the pilot

			event
8	Associazione MUSE	1	Participant - definition of the paths and activities of the pilot events
9	Associazione Misteri e tradizioni	2	Participant - definition of the paths and activities of the pilot events
10	APS Molis	2	Participant - definition of the paths and activities of the pilot event
11	Associazione Colleleone	1	Participant - definition of the paths and activities of the pilot events
12	ACF Sei Torri	1	Participant - definition of the paths and activities of the pilot events
13	Molise Radici Cultura	4	Participant - definition of the paths and activities of the pilot events
14	Associazione Amici della Musica	1	Participant - definition of the paths and activities of the pilot events
15	Fondazione architetti	1	Participant - definition of the paths and activities of the pilot events
16	Associazione Progetto 136	1	Participant - definition of the paths and activities of the pilot events
17	Associazione La Martigliana	2	Participant - definition of the paths and activities of the pilot events
18	Associazione Archeo Idea	1	Participant - definition of the paths and activities of the pilot events
19	Associazione Guardie Ambientali	3	Participant - definition of the paths and activities of the pilot events
20	Confcommercio	2	Participant - definition of the paths and activities of the pilot

			events
21	Fondazione Molise Cultura	2	Participant - definition of the paths and activities of the pilot events
22	Gruppo EDEN	2	Participant - definition of the paths and activities of the pilot events
23	Omega Travel	1	Participant - definition of the paths and activities of the pilot events
24	Regione Molise	2	Participant - definition of the paths and activities of the pilot events
25	Sviluppo Italia Molise	3	Participant - definition of the paths and activities of the pilot events
26	Assoviaggi Molise	1	Participant - definition of the paths and activities of the pilot events
27	Associazione Justmo	5	Participant - definition of the paths and activities of the pilot events
28	Ristorante Miseria e Nobilità	2	Participant - definition of the paths and activities of the pilot events
29	Soprintendenza del Molise	3	Participant - definition of the paths and activities of the pilot events
30	Direzione regionale Musei Molise MIC	3	Participant - definition of the paths and activities of the pilot events
31	Associazione Molise for ALL	2	Participant - definition of the paths and activities of the pilot events
32	Associazione Italia Nostra – sez. Campobasso	1	Participant - definition of the paths and activities of the pilot events
33	MYITALIANDIARES - Blogger	1	Participant - definition of the paths and activities of the pilot

34	CTA APS	1	Participant - definition of the paths and activities of the pilot events
35	ASEC Confesercenti	2	Participant - definition of the paths and activities of the pilot events
36	Poste Italiane	1	Participant - definition of the paths and activities of the pilot events
37	SIPBC	1	Participant - definition of the paths and activities of the pilot events

IMPROVEMENT OF CROSS-SECTORAL COOPERATION
(Public Authorities / Culture and Nature heritage preservation bodies / Tourism bodies / companies / NGO's)

Describe joint cross – sectoral activities organized during the Pilot project design process. How many workshops or meetings were organized with participation of stakeholders from different sectors?

The Pilot project design process consisted in the implementation of different actions all connected each other with the aim to protect the environmental heritage, promote the cultural and touristic assets of the historical city center of Campobasso valorising its landscape and transforming it into an open-air museum.

The first appointment to discuss of the pilot event with the stakeholder was the Nominal Group Technique organised with the participation of CAST – University of Bologna in Campobasso on 22 October 2019. The associations in the tourism and cultural sector operating in Campobasso have emphasized the need to design tourist routes and events aimed at enhancing the historic center of Campobasso.

The second event organized was the focus group titled "DISCOVER CB" held in Campobasso on 14 September 2021. It consisted of a stakeholder meeting plus a walking tour to test the 3 paths identified and designed during the other project activities. During the walking tour, the main environmental, touristic and cultural site of the routes were touched and described by experts of different sectors and at the same time the participants were able to give their best contribution with a view to enhancement of Campobasso.

TARGET GROUPS REACHED (Through design process and implementation)

1. **General public**

Tourists visiting the partner areas. "Cultivated" groups of citizens, "culture vultures", i.e. people with special interests on cultural issues, and able to mobilize other persons sharing similar interests. Also include generic citizens		
Audience	Target value	Way of measure / evidence[3]
1.1.Local audience	3000	Participants of the different events organised photos and signs
1.2. Visitors / tourists	1000	
1.3. Other		

2. Local, regional and national public authorities
Local, regional and national decision-makers, public bodies, development agencies involved in environment, culture & tourism, as well as transport, housing

	Name of Body	Persons involved	Role / engagement in pilot action
1.	Regione Molise	**2**	Participant of the pilot events
2.	Sviluppo Italia Molise	**3**	Participant of the pilot events
3.	Fondazione Molise Cultura	**2**	Participant of the pilot events

3. **Public service providers**
Local and regional service companies, such as operators of tourist offices in the partner areas, tourist guides working on the concerned territory and interested in innovative itineraries.

	Name of Body	Persons involved	Role / engagement
1.	Poste Italiane	**1**	Participant of the pilot events
2.			
3.			

4. Heritage management bodies

	Name of Body	Persons involved	Role / engagement
1.	Soprintendenza del Molise	**3**	Participant of the pilot events

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[3] Best way of measure would be some kind of official counting method or sales, but aproximation i salso acceptable

2.	Direzione regionale Musei Molise MIC	3	Participant of the pilot events
3.	SIPBC	1	

<table>
<tr><td colspan="4" style="background:#d9e2f3">5. Regional and local development agencies, enterprises (in particular SMEs within the cultural and creative industry as well as the environmental and tourism sector)
<i>Managers and staff of local, regional or national development agencies, bodies and institutions for promotion of culture and tourism, as well as for the protection of the environment. Tour operators interested in new tourist concept. Cultural industries, Makers (i.e. digital artists and creative professionals), Companies dealing with local and regional tourism and hospitality (local entrepreneurs in tourist sector, hotel and restaurant owners, etc.).</i></td></tr>
</table>

	Name of Body	**Persons involved**	**Role / engagement**
1	Promoturismo FVG (Tourism promotion agency of Friuli Venezia Giulia Region)	1	invited to first focus group, the Director was informed on the pilot action and interviewed in WP5 to get recommendations to be considered also for the pilot actions)
2	Confcommercio (local branch of the association representing commercial companies)	1	the contact person was informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action)
3	M.A.D.A. Lab (company)	1	the contact person was informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action)

<table>
<tr><td colspan="4" style="background:#d9e2f3">6. Associations, regional innovation agencies
<i>Tourist & cultural associations and other organisations in the field of tourism and culture. Research centers involved in implementation of customized solutions adopting the common models and tools</i></td></tr>
</table>

	Name of Body	**Persons involved**	**Role / engagement**
1	GAL Molise	2	the President was informed on the pilot action and interviewed in WP5 to get recommendations to be

			considered also for the pilot action)
2	ARES	2	2 representatives from the local young association Cividaje, that supports the dissemination of the cultural assets of Cividale, were informed on the pilot action and interviewed in WP5 to get recommendations to be considered for the pilot action
3	WWF Molise	1	
4	Fare Verde	1	
5	Legambiente Campobasso	1	
6	Associazione Centro storico Campobasso	1	
7	Associazione Crociati e Trinitari	2	
8	Associazione MUSE	1	
9	Associazione Misteri e tradizioni	2	
10	APS Molis	2	
11	Associazione Colleleone	1	
12	ACF Sei Torri	1	
13	Molise Radici Cultura	4	
14	Associazione Amici della Musica	1	
15	Fondazione architetti	1	
16	Associazione Progetto 136	1	
17	Associazione La Martigliana	2	
18	Associazione Archeo Idea	1	
19	Associazione Guardie Ambientali	3	
20	Confcommercio	2	
21	Assoviaggi Molise	1	
22	Associazione Justmo	5	
23	Associazione Molise for ALL	2	

24	Associazione Italia Nostra – sez. Campobasso	1	
25	MYITALIANDIARES - Blogger	1	
26	CTA APS	1	
27	ASEC Confesercenti	2	
28	Poste Italiane	1	

7. **NGOs** *Scholars, teachers and students of the humanities departments of the universities of the partner areas, as well members of Academy of Sciences or Humanities. Post graduate courses with a vocational interest. Directors, teachers and students of local and regional primary and secondary schools.*		
	Name of Body	**Persons involved**	**Role / engagement**
1.			
2.			

MANAGEMENT SUSTAINABILITY

Organization(s) responsible for development of pilot project
Municipality of Campobasso

Organization(s) responsible for long term sustainable management of the project
Municipality of Campobasso

Strategic documents developed *Sustainability plan, Marketing plan, Management plan or similar*
1. The immersive room and virtual balcony comprised in the local RECOLOR pilot action of PP3 have been included as project fiche in the updated UNESCO Management Plan

Strategic documents planned in future *Sustainability plan, Marketing plan, Management plan or similar*
1. Marketing plan
2.

Future marketing and financial sustainability potential *Revenue model(s) and possible sources of funds*
1. European found - PNRR

EXPERIENCE DESIGN	
1. Pre – visit experience	
1.1. Location / project / event website created	No
1.2. Social media accounts created and managed	No
1.3. Online media presentation (photo, video, 3D)	No
1.4. Promotional materials on tourist info points	Yes
The google map of the paths was supplied by the tourist info-point	
1.5. Promo materials with other RECOLOR sites	Yes
The google map of the paths was supplied by the tourist info-point	
1.6. Location / project / event website created	No
1.7. Location / project / event website created	No
1.8. Online purchase available	No
2. Arriving / getting around	
2.1. Access by foot	Yes
The tourist sites of the paths and the location of the events was reachable by foot	
2.2. Access by car (parking)	Yes
The tourist sites of the paths and the location of the events was reachable by car and near there was parking	
2.3. Access by bike	Yes
The tourist sites of the paths and the location of the events was reachable by	
2.4. Access by bus (parking)	Yes
The tourist sites of the paths and the location of the events was reachable by bus and near there was parking bus	
2.5. Access by public transport (stations nearby)	Yes

The tourist sites of the paths and the location of the events was reachable by	
2.6. Info point / access point / reception desk available	Yes
Tourist info point available	
2.7. Access for people with disabilities	No
3. Getting around info	
3.1. Printed tourist map	No
3.2. Printed tourist map	No
3.3. Tourist signalization	Yes
Information panels have been placed to indicate the sites identified along the three tourist routes	
4. Means of interpretation	
4.1. Interpretation panels	Yes
Information panels have been placed to indicate the sites identified along the three tourist routes	
4.2. Printed guides	No
4.3. Personal guides	No
4.4. Handbook for guides developed	No
4.5. Multimedia guides onsite	No
4.6. Multimedia guide apps	No
4.7. Interpretation on ITA / HR / ENG language	No
4.8. Interpretation involving other RECOLOR sites	No
5. Developed programme(s) for:	

5.1. Individual guests	Yes
the routes allow to develop a visit program for individual guests	
5.2. Groups	Yes
the routes allow to develop a visit program for groups	
5.3. Children	No
5.4. Students	No
5.5. Elderly people	No
5.6. Special interest groups[4]	No
5.7. Persons with disabilities	No
5.8. Other target groups	No
6. Multi-sensored experience	
6.1. Something to see	Yes
Thanks to the three itineraries it will be able to see cultural, traditions and environmental sites in the historic center of Campobasso.	
6.2. Something to hear	Yes
Thanks to the three itineraries and the downloadable contents with the QRcode, it will be able to take a "journey" through the history, culture, traditions and nature present in the historic center of Campobasso.	
6.3. Something to touch	No
6.4. Something to smell	No

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[4] People who travel for specific reasons (dedicated cultural tourists, active tourists, MICE etc.)

6.5. Something to taste	No
6.6. Something to learn	Yes
Thanks to the three itineraries and the downloadable contents with the QRcode, it will be able to learn some other things about the historic center of Campobasso.	
6.7. Something to do	No

7. Additional services included on location or nearby	
7.1. Sanitary facilities	Yes
In the city center and near the location of the event there are sanitary facilities	
7.2. Souvenir shop	Yes
In the city center and near the location of the event there are souvenir shop	
7.3. Shop / market	Yes
In the city center and near the location of the event there are shops and market	
7.4. Restaurants / coffee bars	Yes
In the city center and near the location of the event there are restaurants and coffee bars	
7.5. Transportation services	Yes
In the city center and near the location of the event there are transportation servicies	
7.6. Other services	No

8. Developed organized programs and tours by length	
8.1. Brief tour (up to 2 hours)	Yes
the routes allow to develop a brief tour	
8.2. Half day tour	Yes
the routes allow to develop a half day tour	
8.3. Full day tour	Yes
the routes allow to develop a full day tour	
8.4. Weekend (2-3 days) program	No

8.5. Weekly arrangement	No
8.6. Special events	Yes
In the sites of the paths it is possible to organize special events	
8.7. Other arrangements	No

DEFINITION OF PLACE
Definition of the location(s). In short words, describe the location in geographic sense. Is it one particular spot, one wider spot (village, city) or there are more locations involved. If so – how distant they are? How long is the whole route?
The historical city center of Campobasso was the location of the Recolor pilot action. This area, which is located along the slopes of the Monforte hill, was identified not only because it is rich in history and cultural assets, but also because it is a SCI (Site of Community Importance) area, characterized by the presence of protected species of flora and fauna. The choice was made also because the identified area is the background of a famous painting of Gianmaria Felice that represents the landscape of the city with symbolic buildings and environmental assets: Monforte Castle, churches, city walls that are still recognizable and can be visited today. The painting is an important "document" that certifies the peace between the confraternities of the "Crociati" and the "Trinitari", who were competing for social and economic power over the city.

PROMOTIONAL ACTIVITIES / CAMPAIGNS
Project website
Social media
Multimedia
Apps
QR Code

Advertising / media promotion
Outdoor advertising
Printed materials
Google map of the paths
PR and communication activities
Events
Theatrical and musical events, walking tour, travel blogger tour
Promotion of RECOLOR project and other RECOLOR sites

Marketing / revenue models
Describe revenue models – specific services and products with market potential
1.
2.
3.
4.