

REVIVAL

WP2

D.2.4.3. PPP seminars or focus groups

Version 1

December, 2021

Introduction

Participatory planning is a **process** by which a community undertakes to reach a given socio-economic goal by consciously diagnosing its problems and charting a course of action to resolve those problems. Participatory planning is a participatory process aimed at defining, proposing and having enforced a management plan on issues of common interest.

PPP is an approach that allows integration of knowledge of public entities and other stakeholders, experts and policy makers, thus stimulating participatory research and action. Typically, participatory planning is an opportunity to tailor management rules at local/regional scale according to stakeholders needs. With the aim of contributing to the establishment of a bottom-up approach rather than the typical top-down approach, one can also integrate experience based – and research based knowledge. Participation can be defined as the process of decision making and problem solving, involving individuals and groups who represents diverse interests, expertise and point of view and who act for the good of all those affected by the decisions they make and the actions that follows. Participation, then, is at the core of participatory planning. In some cases it represents the key element that determines the willingness of stakeholders and scientists to be engaged in participatory activities. If there is an active and open dialogue between relevant stakeholders, experts and policy makers, this stimulates knowledge production, its mobilization and integration. In order to succeed, participatory planning activities should ensure the legitimacy, saliency, credibility and transparency of the process. It is also important to incorporate the needs of all actors involved in the process, including policy makers, in terms of problem solving.

The main outcome of participatory planning is rising awareness of the lost heritage and finding new solutions to safeguard and valorize on sustainable basis the enormous tangible heritage of the '900 in the Adriatic. Stakeholders must be main outputs of REVIVAL project will be introducing stakeholders with Digital Documentation Centre like a model which is usable by any other area having a similar lost heritage in the Adriatic Region and elsewhere in Europe.

The establishment of open dialogue, collaboration and mutual trust between all stakeholders is key in participatory processes. In addition, one should empower those who previously have been excluded from the management discourse. All this may include the development of new skills in participants and the building of new knowledge through the integration of different knowledge systems and scale.

PP1 - Municipality of Campobasso

Focus group title:

Focus Group 7th May 2021, in online modality. Title: "Rigenerazione urbana degli spazi storici a Campobasso"

Content:

- *Welcome and presentation of participants*
- *What is Revival: presentation of the project, its objectives and the activities carried out by the Municipality of Campobasso.*
- *Presentation of the building identified by the Municipality for its enhancement: Former School House
E. D'Ovidio*
- *Presentation of possible ideas and themes to valorize the School House*
- *Discussion in groups: how to valorize the building through cultural events? Which events can best adapt to the needs of the place and the territory? How to involve individual citizens and associations? How to enhance the storytelling work?*
- *Sharing of ideas by the groups in plenary*

"Urban regeneration of historic spaces in Campobasso" is the theme debated during the online Focus Group organized by the Municipality of Campobasso. The meeting focused on the enhancement of the spaces of the Ex Casa della Scuola E. D'Ovidio in Campobasso, which was chosen as a "pilot place" for the project, within which one or more events will be organized to involve the citizenship and start a work of recovery and enhancement. Representatives of the tourism, associative, corporate, academic world have therefore arranged to meet on the occasion of this meeting, to discuss together which projects and events can be planned in order to attract artists and tourists, and increase the awareness of local communities on this historical heritage. The School House project was approved in 1911, and started to be built some years later. In the period 1915/18, Austrian prisoners helped the construction of the building. From November 1917 to September 1918, the building was held by the military authorities for the construction of a military hospital. The takeover by the Mayor of Campobasso took place on September 30, 1919. Since then, this became the School of all the people from Campobasso.

The main purpose is to create an integrated cultural center, where the design synergies and the professionalism of institutional partners can develop a fruitful dialogue for the cultural heritage system.

The selected events will take place in the courtyard behind the School, in order to respect the standards of distancing and the need for outdoor meetings. The events will cover artistic and cultural themes, which

will take into account the past of the city, but also looking at the younger generations: in this way the school house will finally be able to cover a role of educational and cultural aggregation for all citizens.

The events will be mainly small, with a limited number of participants, and will be organized in Fall 2021, after the end of the restructuring that is planned (the backyard will be requalified and revitalized). Such events will be the start of a more structured revitalization of the entire school, to give back its cultural identity – for example through the reopen of the old school main door.

The most interesting suggestions received from the panel were related to:

- Valorisation of local gastronomy
- Music Concerts
- Graffiti and Murales
- Art and Photographs Exhibitions (the old Campobasso, the School)
- Theatre Plays (tales about the school, its history)
- Hackathon for young students
- Comics exhibitions
- Meetings with writers and poets
- Training workshops
- Poetry Readings
- Creative writing workshops

The most popular idea was focused on the concept of an “Open day”: a day with 2 or 3 small events with the participation of citizens, who will have the chance to visit the building and enjoy the organized events and the building.


Photos



Ex Casa della Scuola E. D'Ovidio

La casa della Scuola si trova in una posizione urbanistica privilegiata, nella zona murattiana della città di Campobasso, e per anni ha rappresentato la "scuola" di tutti i campobassani.

Dal punto di vista architettonico, la scuola può considerarsi uno degli esempi di maggior rilievo della città di Campobasso relativamente all'epoca in cui è stata edificata




PP2 – Municipality of Cesenatico

On December 14th 2021 at 15.30, the Municipality of Cesenatico has presented an overview of Project REVIVAL to local “Consulta of Turismo” – the board of the representatives of all touristic categories in Cesenatico

In This Focus Group, the members of Consulta had the opportunity to know about the new opportunities offered by the revitalization of the local architectural heritage, made of several buildings, at the moment dismissed, but with a great architectonic value and potential.

The goals of REVIVAL project have been explained as well as the expected value and a discussion has been started, focusing on the best ways to exploit this hidden value for the area and the population, with the specific intent to make of these buildings a possible new touristic attraction to be added to the touristic offer that attracts thousands of visitors in Cesenatico every year.

Ideas and suggestions have been collected and recorded for the future development of the asset.

PP3 – Municipality of Pesaro

1 PPP seminar or focus group consist by all project partners with involving their stakeholders. The decision-makers will be involved by interviews, on-line forums, or any other on-line or off line communication. In addition to this PPP, each project partner should activate at least one PPP seminar or focus group.

Involved stakeholders and main groups:

Barbara Antonelli *Comune di Pesaro*

Maurizio Baggiarini

Andrea Faz

Lucia Ferrari *Journalist*

Stefano Mariani *President of Ente Parco San Bartolo, Member of the City Council*

Raffaella Marini *Comune di Pesaro*
Marco Maria Scriboni *Comune di Pesaro, Manager of the Revival project*
Pier Giacomo Sola *Comune di Pesaro, Technical Assistance for the Revival project*
Laurent Soret *Ente Parco San Bartolo*
Federica Tesini *Italia Nostra Onlus*

Territory involved:
Municipality of Pesaro

Participatory planning process was organized according to the following set of activities:
The scope of the meeting was to set-up an action group able to support the participatory process for revitalizing the selected buildings in the area of Pesaro, as well as involve the cultural, environmental and tourist communities in the identification and collection of stories, memories, documents, videos and audios concerned with the forgotten architecture of the XXth Century in Pesaro.

List of meetings/focus groups:

Focus Group organized on Wednesday 15th July 2020, in the premises of Ente Parco San Bartolo, at Pesaro.

After a short introduction about the REVIVAL project, its objectives and the activities run until now by the Municipality of Pesaro, the buildings identified by the City for the further steps within the project have been presented.

After the initial identification of nine sites, namely:

- *Fabbricato Comunale Ex Casa del Medico di Fiorenzuola (Former Municipal Building of the Casa del Medico of Fiorenzuola)*
- *Cimitero ebraico in Strada Panoramica Adriatica (Jewish cemetery)*
- *Scuola Elementare di S. Marina Alta (Primary School of S. Marina Alta)*
- *Fabbricato ex Sede Ente Parco in via Varsavia (Former Headquarters of the Park Authority)*
- *Società Operaia Maschile di Mutuo Soccorso (Male Workers Society of Mutual Aid)*
- *Cooperativa di Consumo in S.S. Adriatica (Consumer Cooperative in S.S. Adriatic)*
- *Casa del Tedesco in Strada Panoramica Adriatica (Home of the German in Strada Panoramica Adriatica)*
- *Monastero della Purificazione (ex convento di clausura delle Servite di S. Maria Addolorata) (Purification Monastery)*

- *Villa Giulia-Pavarotti (Villa Giulia-Pavarotti)*

the first four buildings of the previous list have been identified and described through a cataloguing card. The intention of the city is in any case to promote the full set of buildings together with the different paths interconnecting them, in order to launch a new and attractive tourism product, able to merge the architectural and cultural values of these buildings with the natural and environmental heritage associated to the park area and the walks with picturesque panoramas and views over the seaside.

The first interesting idea arising from the panel of stakeholders participating in the discussion was the request for a map presenting the different locations, both buildings, as well as paths and environmental riches. It was agreed that the Comune of Pesaro, with the support of its technical assistance staff, will start preparing a Google map, to be shared online. This can be a very useful step prior to the development of a paper-based map to be distributed to citizens and tourist for promoting the new itinerary.

The rest of the discussion concerned the identification of different means to involve both single citizens and associations in the collection of stories and memories, also through the organisation of a specific campaign focusing on storytelling.

The most interesting suggestions received from the panel were related to:

- *add value to the case study of the former school of Santa Marina, bought some years ago by the Ente Parco San Bartolo, that preserved the full area from a possible property speculation. Currently a first possible exploitation of the potential of this building has been entrusted to a local ONG, for organisation of conferences and public events;*
- *consider the possible integration of Villa Zandonai, built in the first half of the 20th Century, which can be very interesting for celebrating the great music composer;*
- *involve the Jewish Community of Montebardocci, that still preserves the memories of the Jewish presence in Pesaro before the holocaust;*
- *search for memories of the pavers' tradition in Fiorenzuola, deriving from the mass use of the material derived from the collapse of cliffs in this area;*
- *collect the documents in the archive of the Male Workers Society of Mutual Aid, whose former president is participating in the focus group;*
- *search in the Oliveriana Library, mainly in its photographic funds, that have been in part digitalized;*
- *describe the experience of the former Colonia Marina (holiday camp), that had been inaugurated by Costanzo Ciano, as well as the areas hosting the bunkers built during the WWII;*
- *include the existing monumental trees in the description of the new itinerary.*

All the participants have committed themselves to support the Comune di Pesaro in this effort. A new meeting is expected to take place once first set of materials and documents have been collected.

PP4 - City of Rijeka

Participatory planning processes (PPP) is necessary to engage decisions-makers and target groups through offline and online forums, polls, one-to-one interviews, etc. Stakeholders must be constantly involved so PP could get precious information's and opinions.

1 PPP seminar or focus group consist by all project partners with involving their stakeholders. The decision-makers will be involved by interviews, on-line forums, or any other on-line or off line communication. In addition to this PPP, each project partner should activate at least one PPP seminar or focus group.

Involved stakeholders and main groups:

Predstavnic MO Brašćine Pulac

Udruga Katarina B

Territory involved:

Rijeka

Participatory planning process was organized according to the following set of activities:

In addition to public and targeted presentations of the project, activities were undertaken to introduce representatives of the local community (Local Board as part of local self-government) as well as associations and groups of citizens who previously tried to emphasize the importance of the stronghold, especially Katarina B.

At the beginning of the Focus group was presented project REVIVAL and all stakeholders were informed about main facts about project.

After project presentation were held discussion among invited relevant stakeholders.

List of meetings/focus groups:

At the beginning Srđan Škunca was held short presentation to inform stakeholder about project main goals and activities.

After project presentation, was held very interesting and fruitful discussion among stakeholders. Stakeholders were represented an interesting connection of the representatives of scientific, NGOs, and public sector. They were very pleased to be moving in some way with the activities they had previously tried to initiate. Satisfaction was expressed with the planned activities, and a discussion was held on further management of the site in terms of visiting it.

PP5 - City of Zadar

On 19.11.2021 organized by the city of Zadar, a focus group was held from 09:00-14:30 h, to which tourist guides from Zadar and Šibenik County were invited, as well as representatives of tourist agencies, and for the purpose of promoting and getting acquainted with the tourist cultural route created through the Revival project, as well as additional suggestions on how the revitalized facility C-47 could be best valorized.

The official program began at 09:15 with the presentation of the cultural tourist route and the REVIVAL project itself, partners who cooperate in the project and ideas when connecting to the international tourist route. A conceptual project was presented to see how the revitalization project will contribute to the arrangement of the chosen location and environment, and to the benefit of the local population and tourists/visitors.

This was followed by the presentation of the Association of Tourist Guides Mihovil from Šibenik as well as the Donat Tourist Guides Association from Zadar. Through examples of good practice of increasingly popular storytelling, i.e. thematic tours, we also discussed which approach would be best in using the theme of bunkers in the Zadar area.

After a short break, all participants were invited to visit Bedemi zadarskih pobuna, a significant fortification system-fortress of the center of Zadar arranged within the framework of the project "Zadar heritage-integrated cultural program of the City of Zadar 2020" to see how this

extremely important Zadar fortification was restored, after which the path was continued by bus to the location of the C-47 bunker, a more recent fortification of the Zadar area.

Participants visited the underground fortification, the C-47 bunker, which they actively participated in and made suggestions about further use. Considering that the C-47 represents the starting point of the local tourist route that tells the story of bunkers and their construction and use in World War II as well as in the Homeland War, after the first station other important locations on the route were visited: Hill Križ, Dracevac, bunker – water tank in Black, as well as the location of the attack on the tank in the Jaguar action carried out in the Homeland War.

Although we were aware of how attractive this tourist route is, it has become even clearer through this visit and conversation with the guides. The conclusion is that further promotion and use of the location itself should definitely be devised.

PP6 - Public institution RERA S.D.

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Involved stakeholders and main groups:

prof. dr. sc. Davorka Mikulić – University of Split, Faculty of Economics, Business and Tourism
Renata Tešija – Split-Dalmatia County,
Department for Tourism and Maritime Maja Munivrana - City of Split,
Department for Culture Sanja Budić-Leto,
Museum of Trilj Karmen Hrvatić - Friends of Cultural Heritage (NGO)
Antonija Banović i Jelena Mičić - Studio Sobremesa (Hvar) (private sector)
Maja Vukan - PI RERA S.D. (moderator)

Territory involved:

Split-Dalmatia County Participatory planning process was organized according to the following set of activities: At the beginning of the Focus group was presented project REVIVAL and all stakeholders were informed about main facts about project. After project presentation were held on-line panel discussion among invited relevant stakeholders.

Agenda:



WEBINAR

NOVI ŽIVOT ZABORAVLJENE BAŠTINE

Kreativna i održiva rješenja za revitalizaciju izgubljene baštine kao sredstva uravnoteženijeg i održivijeg teritorijalnog razvoja.

12:00 - 12:20 - UVOD
Uvodna riječ i predstavljanje projekta REVIVAL te digitalnog dokumentacijskog centra zapušteno baštine i storytelling koncepta razvijenih u sklopu provedbe projektnih aktivnosti.

12:20 - 13:00 - PANEL DISKUSIJA
Potencijal zaboravljene baštine i storytelling koncepta

Moderator:
Maja Vukan, JU RERA S.D. za koordinaciju i razvoj Splitsko-dalmatinske županije

Sudionici:
doc.dr.sc. Davorina Mikulić, Ekonomski fakultet Split
Maja Murivran, Grad Split
Sanja Budić-Leto, Muzej Grada Trije
Društvo prijatelja kulturne baštine
Rerata Trije, Splitsko-dalmatinska županija

13:00-13:10 - ZAKLJUČAK I POZDRAV

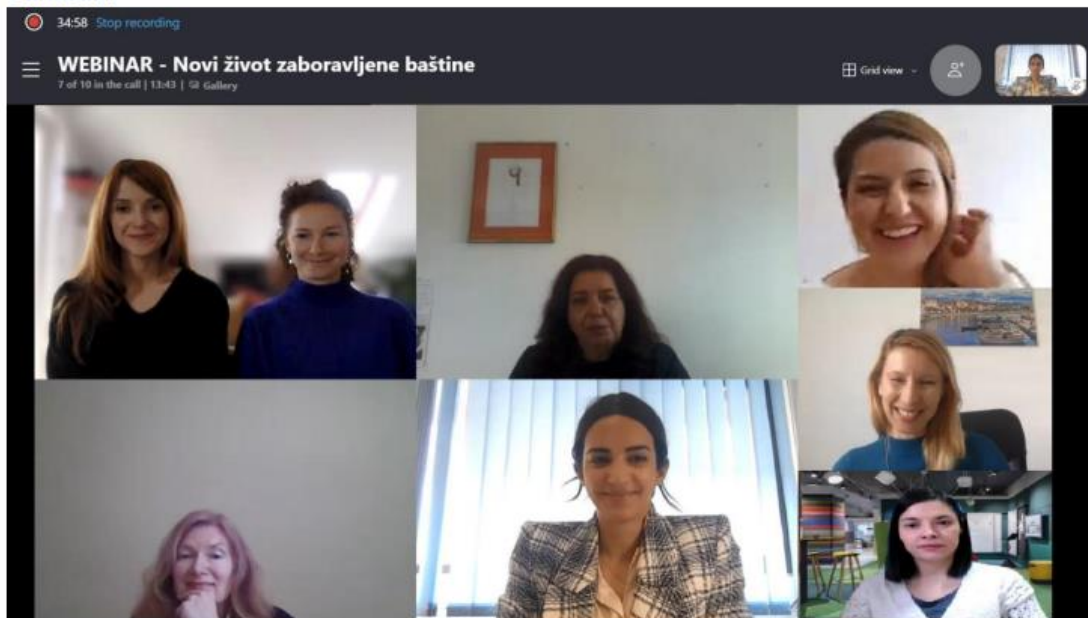
Virtualno događanje
12. travnja 2021.
12:00 - 13:10

European Regional Development Fund

List of meetings/focus groups:

Webinar named New life of forgotten spaces was held 12th April 2021. At the beginning Maja Vukan, RERA's project manager was held short presentation to inform stakeholder about project main goals and activities. After project presentation, was held very interesting and fruitful panel discussion among stakeholders. Stakeholders were represented an interesting connection of the representatives of scientific, NGOs, public and private sector. Trough active discussion storytelling concept and digitalization, which is at the same time the main tools for revitalization forgotten heritage, were founded as important tools for transforming lost heritage in rediscovered again.

Pictures:



Conclusion

After this webinar it was easy to conclude how much benefits brings PPP processes. It was great opportunity for networking and informing main stakeholders about project goals. Discussion among experts in field of heritage and tourism were resulted in rising awareness of the lost heritage and finding new solutions to safeguard and valorize on sustainable basis the enormous tangible heritage of the '900 in the Adriatic.

PP7 – University of Zadar

Involved stakeholders and main groups:

In our Focus group that has been designed and organized in Zadar, we have decided to execute an off-line research in order to gather, evaluate and incorporate views, opinions and experiences or experiential knowledge of two kind of stakeholders, namely travel agents and tour guides. Our Focus group has been attended by Mrs Iva Bencun (Feral Tours), Mr Robert Kralj (Buggy Zadar), Mr Josip Matassi (tour guide), Mrs Luca Bašić (tour guide), Mr Ivica Škriljevečki (tour guide), Mrs Lara kajmak (tour guide) and Benjamin Rade (tour guide).

Territory involved:

We have decided to make this qualitative research with aim to involve specific and specialized stakeholders that have been involved in the creation of tourist and visitor experiences for the area of Zadar County. The stakeholders involved in our research are working for more than two decades within Zadar's tourist sector. Therefore, their experiential knowledge regarding area encompassed within Revival project is extremely important asset for project quality assurance.

Participatory planning process was organized according set of activities:

(Describe your processes)

We have first decided to design an exploratory Focus group in order to investigate a particular set of issues that are crucial to our project. We have organized a group discussion with aim to debate a particular set of questions designed by moderator with aim to gather reflections, opinions and common experience of invited stakeholders. The in-depth knowledge and field experiences of those involved in our research, as well as their expressed opinions and engaged participation to Focus group have provided a valuable insight for the future of Revival project. The interaction between research participants has generated some interesting data about particular aspects of project like to whom to orient activities, products and

services that are going to be created within the project. The involvement and activities of Focus group moderator are also an invaluable asset for quality assurance of desired research outcomes.

List of meetings/focus groups:

We have organized Focus group in Zadar in May 2020.

Our research facility was at the Department of tourism and communication sciences within the University of Zadar.

The designer and moderator of Focus group was Vinko Bakija (PhD), a member of Revival project

Photos:

