KEEP ON
Interreg Europe

LAMORO

LOCAL DEVELOPMENT AGENCY

ACTION PLAN

LAMORO
AGENZIA DI
SVILUPPO

Part I – General information

Project: **"KEEP ON - Effective policies for durable and self-sustainable projects in the cultural heritage sector"**

Partner organisation: **LAMORO Local Development Agency**

LAMORO is a Consortium of 40 municipalities and works as an intermediary between the Piedmont Region and the local level. Piedmont Region is the Managing Authority of the ROP ERDF 2014-2020 and the next ROP ERDF 2021 – 2027. LAMORO acts within the KEEP ON Action Plan under the mandate stated into the Letter of Support of the Regional Authority attached to the Application Form.

Other partner organisations involved (if relevant): _____

Country: **Italy**

NUTS2 region: **Piedmont**

Contact person: **Sonia Abluton**

email address: **sonia@lamoro.it**

phone number: **+39 0141 532516** or **+39 335 5991 081**

Part II – Policy context

The Action Plan aims to impact:	**X**	Investment for Growth and Jobs programme
	€	European Territorial Cooperation programme
	€	Other regional development policy instruments

Name of the policy instrument addressed: ROP ERDF 2021 – 2027 of Piedmont Region

Part III – Details of the actions envisaged

ACTION 1

Enhance the cultural assets of Piedmont municipalities / territories listed in the UNESCO heritage sites.

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of this Action Plan)

Piedmont is a very significant region from the point of view of the presence of UNESCO sites, which constitute more than 30% of the territory. Indeed, the regional territory can count on:

- 5 sites registered in the World Heritage List (Residences of the Royal House of Savoy, Sacri Monti of Piedmont and Lombardy, Prehistoric Pile Dwellings around the Alps, Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato, Ivrea Industrial City of the 20th century);
- 3 elements registered in the List of Intangible Cultural Heritage (The art of dry-stone walling, Alpinism, The musical art of horn players);
- 3 Cities included in the Creative Cities Program: (Turin Creative City of Design, Alba Creative City of Gastronomy and Biella Creative City Crafts & Folk Art);
- 3 Biosphere reserves (Ticino Val Grande Verbano, Monviso, Collina Po);
- 1 Geopark (Sesia Val Grande).

The Piedmont UNESCO heritage ranges from architectural to landscape, naturalistic and urban sites and represents an asset with a high development potential. Indeed, it is a key element of an integrated and transversal system for regional enhancement that has significant positive effects not only on the tourism and cultural sector, but also on adjacent ones, such as agri-food.

Within the ROP ERDF 2014-2021, Axis V - Thematic objective 6 "Protection of the environment and enhancement of cultural and environmental resources", Action V.6c.7.1 "Interventions for the protection, enhancement and networking of cultural heritage, material and intangible, in the areas of attraction of strategic importance such as to consolidate and promote development processes", the UNESCO Piedmont area benefited from two rounds of funding:

- the first, through the publication of the Call for proposals for the enhancement of the sites included in the UNESCO World Heritage List on the regional territory in 2018 with an allocated financial endowment of Euro 7,258,381.43;
- the second, through the publication of the Call for proposal in 2020 for the enhancement of the Piedmont UNESCO district tangible and intangible heritage, biosphere reserves, geoparks and creative cities with a financial endowment of Euro 6,871,125.00.

The intention to enhance the tangible and intangible heritage of the regional UNESCO district, which clearly emerged in the 2014-2020 programming period, is confirmed in the Regional Strategic Document for the European new programming period 2021-2027 drawn up by the Piedmont Region Authority on the occasion of the Road Map consultation with the main territorial stakeholders, in which:

- the first Policy Objective states: "the importance of integration between the tourist offer and the agri-food and cultural heritage of the Region, in order to strengthen and spread the approach that emerged from the tourist success of the" wine hills" recognized as UNESCO heritage"[1];

---

[1] Regional Strategic Document for the European new programming period 2021-2027 (Diamo forma al futuro Nuova programmazione Europea 2021-2027 Documento Strategico Unitario per la consultazione con il partenariato regionale),

- the UNESCO heritage is defined by the fourth Policy Objective as "a qualifying element of Piedmont in its variety of types and offers which includes World Heritage, intangible heritage, creative cities, Biosphere Reserves, Geoparks.

Tourism, despite being one of the most affected sectors by the pandemic, is also the one with a strong potential for recovery; among the elements for its future development, we have to take into account: the digitization of incoming and supply management, as well as the closer integration between tangible and intangible.

Lesson Learned from Chęciny Castle in Poland: *Revitalize the tangible and intangible value of a cultural asset and make it the driver for a stronger local (social and economic development)*

To effectively enhance the tangible and intangible heritage of the Piedmont UNESCO district, the model adopted by the Chęciny Castle in Poland results of particular inspiration. Indeed, its recovery and restoration were financed by the Regional Operational Programme- European Regional Development Fund 2007-2013 of Świętokrzyskie Region and its managerial model succeeded in safeguarding not only the unique architectural heritage, but also in making the intangible heritage the driving force for a complete regeneration of the area.

Indeed, today the Castle is one of the most visited cultural sites in Poland, thanks to its valuable architecture as well as for the continuous experiential activities for visitors (such as medieval representations; reconstruction of the siege of the castle; night tours and thematic workshops), strictly referring to the intangible value of the heritage.

This revitalization of the asset in its tangible and intangible heritage facilitated, thanks also to the strengthening of identity and local pride, the triggering of a virtuous circle that allowed a continuous investment in its restoration, maintenance and conservation.

This mechanism would be particularly virtuous if applied to the multiple areas of the Piedmont UNESCO district that for years have been victims of increasing depopulation. Making cultural heritage a driving force for structural local development would in fact allow a revitalization of the entire area and not just of the sites included in the UNESCO list.

2. **Action** (please list and describe the actions to be implemented)

Action: Enhancement of the cultural assets of Piedmont municipalities / territories listed in the UNESCO heritage list

This action aims to follow the path already started with the previous Programming period (2014 – 2020), in which the intention to enhance the cultural, artistic and landscape heritage of the regional sites included in the UNESCO World Heritage List clearly emerged, as well as some elements included in the UNESCO Lists of Intangible Cultural Heritage, in the biosphere reserves, geoparks and creative cities. The goals of this action are to:

- create favourable conditions in order to attract greater tourist flows and, more generally, make the cultural heritage an effective driving force for the economic and social development of the area;
- establish an innovative managerial governance model, able to activate new financial resources in the territory, also through the use of techniques and methods giving new visibility and creating a new way to develop the asset potential;
- ensure, through an adequate management plan, the sustainability of the intervention over time for at least 5 years from the final payment to the beneficiary.

Furthermore, this action aims at linking the above goals to the priorities identified by the Regional Strategic Document for the new programming period 2021-2027, identified in:

- animation of furniture and buildings belonging to cultural heritage, offering visitors and local communities innovative cultural experiences, inspired by the use of new technologies in the context of the enhancement of cultural heritage;
- digitization of cultural, landscape and intangible heritage of the Piedmont UNESCO district, as well as the networking of movable and immovable property relevant to it;
- accessibility of the property through the structuring of a user-friendly transport and mobility network.

Specifically, the action will take the form of the opening of funding lines for the recovery, restoration, restructuring, re-functionalization and enhancement of cultural assets included in the territorial scope of UNESCO sites, guaranteeing their public and specific intended use.

Task 1: Organisation of a broad information and involvement action of all stakeholders to define key needs for heritage revitalization in the region.

This action provides an engagement process with key stakeholders in order to raise awareness about the restoration and revitalization of tangible and intangible heritage for tourism development purposes. The below activities will be implemented:

- information on the opening of a new call intended for the revitalization of heritage for the purpose of tourism valorization;
- a set of consultations (round tables, focus groups and workshop etc…) with local stakeholders (local authorities, entrepreneurs, tourism workers, cultural heritage managers) to gather project ideas and encourage stakeholders to implement their projects in order to foster tourism and promote local development;
- instructions will be prepared for the possible digitalization of the contents of the intangible and tangible heritage that could be financed from the following tailor-made calls.

Task 2: Based on the collected project ideas, a proposal of a framework for a new call for investment in the revitalization of the area will be discussed and made available to decision makers.

This action will include the following activities:

- analysis of proposals and project ideas;
- proposal of a model to support the implementation of project ideas;
- consultations and meetings with decision makers that could support the implementation of the proposal;
- participation in the promotion and visibility of a new approach to plan investment in heritage revitalization in the region.

Task 3. Preparation and implementation of educational activities on new opportunities for heritage revitalization and sources of funding, that will include:

- preparation of workshops on the possibility of valorisation of cultural tangible and intangible heritage as an example of good practice intended for interested stakeholders;
- presentation of examples on possible digitization of the contents;
- organisation of educational workshops on the preparation of projects related to the revitalization of heritage and valorisation for tourism needs, for financing and EU funds.

Therefore, thanks to the lessons learned from the good practice of the Castle of Chęciny (*Revitalize the tangible and intangible value of a cultural asset and make it the driver for a stronger local social and economic development*), the next call, compared to the previous ones, could focus with a greater attention on the revitalization of UNESCO heritage, on its tangible and intangible assets and on the guarantee of a greater accessibility of the same.

Therefore, also thanks to the use of digital and innovative technologies, the aim of the next call could highlight, not only the artistic and architectural value of the Piedmont UNESCO district, but also its immaterial value thanks to the realization of continuous innovative experiential activities for visitors (such as digital exposition, night visits and thematic workshops).

In this way the UNESCO set of assets would be alive (meaning inhabited and frequented by tourists but also by local communities), becoming an integral part of the local socio-economic development.

In addition to the aforementioned interventions, transversal functional interventions will be also associated especially to the cultural heritage's energy efficiency and sustainability of use, as well as securing architectural elements and works of art and structural and multimedia set up of museum spaces.

3. **Stakeholders / Players involved** (please indicate the regional organisations involved in the development and implementation of the action and explain their role)

- Piedmont Regional Authority, as managing Authority of the ROP ERDF 2021 – 2027 will be the leader of the developing process of a new regional programme for the years 2021-2027;

- Municipalities included in the territorial scope of UNESCO sites (municipal areas on which the UNESCO site stands, recognized and included in the World Heritage List available at https://whc.unesco.org/en/list). Among the most relevant municipalities we can list Torino, Alba, Ivrea, Biella, Casale Monferrato, Nizza Monferrato, Acqui terme, Venaria, Barolo, Barbaresco, Racconigi, Canelli, La Morra, Grinzane Cavour.
- Public consortia of municipalities belonging to the aforementioned list;

Both municipalities and consortia will be relevant stakeholders as they could be directly responsible for the elaboration and submission of the projects proposals, they could be the direct beneficiaries of the investments and they could be responsible for the management of the funds they will receive.

4. **Timeframe**

1st June 2021 – 31st May 2023 (estimated, it depends on the approval and the implementation of ROP ERDF of Piedmont Region 2021 – 2027)

5. **Costs** (if relevant)

32.600 Euros = estimated cost of preparatory activities (staff cost of Piedmont Regional Authority for the implementation of the action)
According to the previous rounds of funding within ROP ERDF 2014 – 2020 an investment of resources estimated at 7,000,000 Euros could be assumed.

6. **Funding sources** (if relevant):

This action will be implemented by means planned under the ROP ERDF of Piedmont Region 2021 – 2027, Regional Strategic Document for the new programming period 2021-2027

Policy Objective 1 COMPETITIVENESS AND INNOVATION

Policy Objective 4 EMPLOYMENT, COMPETENCES AND SOCIAL INCLUSION

ACTION 2

Activation of a governance model which includes all the main players in the area with the aim of planning and managing a long-term development project, capable of responding to the objective of enhancing the Stupinigi estate.

7. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of this Action Plan)

Piedmont boasts a remarkable cultural and landscape heritage spread throughout its territory, which also gives rise to tourist routes and thematic networks, such as the system of fortifications, the UNESCO sites and the Royal Residences.

Among the latter, a central role is played by the urban and rural Stupinigi estate, for which the Piedmont Region has long started and promoted processes of reconversion, redevelopment and enhancement, which have made it one of the poles of excellence and a point of reference for green metropolitan infrastructures.

In 2018 the Piedmont Region allocated 2.6 million Euros of the ROP ERDF 2014-2020 to the Stupinigi estate, including it among the regional strategic natural sites (Regional Council Deliberation – D.G.R. - no. 20-7685 of 12/10/2018, ROP ERDF 2014-2020, Axis V, Thematic Objective 6 "Protection of the environment and enhancement of cultural and environmental resources", Action V.6.c.6.1 "Interventions for the protection and enhancement of the areas of natural attraction and strategic importance in order to promote development processes").

Furthermore, thanks to the various development projects and plans, the Stupinigi estate was included:

- in the "Corona Verde" system ("Green Crown" system, https://www.coronaverde.it/wp/), a strategic project directed by the Regional Authority and funded by the ROP ERDF 2007 - 2013 which aims to create a green infrastructure that integrates the system of the Residences of the Royal House of Savoy with the "green belt" of the Metropolitan City of Turin, represented by the natural heritage of metropolitan parks, rivers and rural areas, that still are well preserved, in order to regenerate the territory of the Turin metropolitan area and improve the quality of life of its inhabitants;
- in the Consortium of the Royal Residences of Piedmont (the consortium was created on 19th July 2017), from which the development of the Royal Residences Tour started, providing the tools for its integrated management and, in perspective, for the joint enhancement of the various Royal Residences and cultural activities;
- in the regional plans for improving the accessibility to the area, thanks to the construction of the first lot of the bypass road of Borgaretto and the construction and opening to traffic of Lot II, thus opening up new development scenarios in order to take advantage of the area.

In order to enhance the Stupinigi area (hunting lodge, park and farms) a Protocol of Understanding was signed for the identification of common actions between the municipalities of Nichelino, Orbassano, Candiolo, Beinasco, Vinovo and None; in December 2018 the Protocol was extended to the Piedmont Region, the Metropolitan City of Turin and the Management Body of the Protected Areas and Natural Parks.

The initiatives carried out by the municipalities of the Protocol in terms of collection of projects and synergies have been different and multiple, first with the "Stupinigi fertile" plan and then with the presentation to the Regional Authority of the Masterplan for the promotion of the Stupinigi district presented to the Region in December 2020.

The importance of the Stupinigi tourist estate for the next regional development was also confirmed by the guidelines drawn up by the Regional Strategic Document for the new programming period 2021-2027 drawn up by the Piedmont Region for the road-show with the main territorial stakeholders in the first months of 2021; in the programming document, the centrality of the Stupinigi estate is confirmed and the opportunity to continue the enhancement process of the Royal Residences is supported, due to its importance and the wide positive impact it can generate on the territory and for a wide range of operators.

Because of this varied framework and the strategic importance of the Stupinigi estate for the tourist and economic development of the area, it is particularly important to implement a governance system shared by the actors of the territory which provides for the activation of a technical-political Advisory Board coordinated by the Regional Authority in which appropriate representation is given to the different actors involved.

Lessons learned from Ecomuseum of Ribeira de Pena: *Centralized but consensual decision-making coordination that include the involvement of local community as well, is a significant boosting for enhancing the tangible and intangible cultural heritage of the asset.*

In addition to the participatory governance model that emerged during the study visit to the Castel of Chęciny in Poland, the governance model implemented by the Ecomuseum of Ribeira de Pena, in Portugal, was of particular inspiration. Although it is a different cultural heritage compared to that of the Stupinigi estate, the activation of a technical-political advisory board in which both stakeholders and representatives of local institutions took part was exemplary. This advisory room was created by a previous Protocol of Understanding between the Municipality of Ribeira de Pena and CACER - Artisans Cooperative of Cerva. In fact, the governance model envisaged by the Protocol guarantees centralized but consensual decision-making coordination which also provides for the involvement of local communities and it is capable of effectively responding to the objective of preserving and enhancing the tangible and intangible cultural heritage of the asset.

8. **Action** (please list and describe the actions to be implemented)

Action: activation of a governance model which includes all the main players in the area with the aim of planning and managing a long-term development project, capable of responding to the objective of enhancing the Stupinigi estate.

This action can be achieved thanks to the implementation of two specific tasks.

Task 1: Activation of a technical - political advisory board as required by Article 3 of the Stupinigi Enhancement Protocol, approved with Regional Council Deliberation – D.G.R. – no. 47 - 6153 of 15/12/2017

This action provides for the activation of a political-technical control room with regional coordination and with appropriate representation of the bodies involved, to be convened at the request of the organisations signing the Protocol, as already provided for in point 3 of the same.

The control room will carry out the following activities:
- Coordination of the interventions of the actors involved;
- Definition and implementation of the preparatory actions and enhancement projects identified and shared among the main stakeholders;
- Activation of synergies with further pulic programmes / projects or through the activation of public and private partnerships (PPPs).

Task 2: Activation of technical discussion tables with the involvement of staff with specific skills in

the promotion, enhancement and conservation of the cultural and landscape heritage to carry out actions of:

- System organisation and coordination (participants in the Protocol);
- Monitoring of the activities;
- Guarantee of the contents and activities coherence of the Protocol itself.

In particular, this governance model will act through conservation and enhancement actions in the context of the Hunting Lodge and the so-called concentric of Stupinigi and the real estate compendiums and agricultural estates present in the territory of the Royal Parks, promoting sustainable tourism development in the context of a wider programme to enhance the system of the Royal Residences, keeping the thematic discussion tables active; favouring the collection of ideas and the involvement of local actors; carrying out participation activities in public and / or private funding sources and carrying out monitoring activities.

9. **Stakeholders** / **Players involved** (please indicate the regional organisations involved in the development and implementation of the action and explain their role)

- The Piedmont Regional Authority, as managing Authority of the ROP ERDF 2021 – 2027 and owner of a part of the Stupinigi estate will be a key member of the governance model playing the role of political-technical coordinator.

As representatives of local authorities and beneficiaries (direct / indirect) of the investments we can list:

- Municipality of Nichelino,
- Municipality of Orbassano,
- Municipality of Candiolo,
- Municipality of Beinasco,
- Municipality of Vinovo;
- Municipality of None,
- Metropolitan City of Turin,
- Municipality of Turin,
- Management Body of Protected Areas and Natural Parks.

Within the Governance Model, the Municipalities and Management Body of Protected Areas and Natural Parks will act as main members of the Control Room and they will contribute to the definition of the contents and further programmes / projects for the future development of the Stupinigi area.

10. **Timeframe**

1st June 2021 – 31st May 2023 (estimated, - it depends on the approval and the implementation of ROP ERDF of the Piedmont Region 2021 – 2027)

11. **Costs** (if relevant)

100.000 Euros = estimated cost of preparatory activities (staff cost of Piedmont Regional Authority + Municipalities + Management Body for the action implementation)

12. **Funding sources** (if relevant):

This action will be implemented by means planned under the ROP ERDF of the Piedmont Region 2021 – 2027, Regional Strategic Document for the new programming period 2021-2027

Policy Objective 1 COMPETITIVENESS AND INNOVATION

Policy Objective 4 EMPLOYMENT, COMPETENCES AND SOCIAL INCLUSION

Date: _____

Signature: _____

Stamp of the organisation (if available): _____