



*THEmatic Transnational
church Route development
with the Involvement of
local Society*



Regional Strategies Development Including Regional Church Route Description

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1 Introduction

The Susa Valley has been an important European transit route and across the centuries has been the witness of important historical moments and has had the role of custodian of an immense cultural and artistic heritage, that with a rich natural beauty, has made the valley a unique and extraordinary place.

The history of the man, who have populated the valley since Neolithic times, are reflected in the great variety of historical, archaeological and artistic traces that embellish it. This history is inscribed into the same landscape, where monuments created by nature, like the glacial basins of the Avigliana lakes, Mount Rocciamelone, Mount Chaberton, and human creations, such as the abbey of St. Michele, the Novalesa abbey, or the Exilles fortress and others, offer extraordinary points of access to a host of cultural, naturalistic and sportive adventures in the valley.

Over time, from the first century BC into the 1800s, the Romans followed by the French and then by the Savoys moved through this territory and shaped the valley floor and the high mountainsides with their residential, religious and defensive works.

Today the opportunity, with the support of a host of local organizations and institutions, is to explore a series of itineraries that will allow you to become acquainted with the variegated mosaic of artistic and historical treasures in the valley, following the themes of archaeology, sacred art, material culture and military fortifications.

An area which, thanks to the large common heritage, is configured as an open-air museum.

The archaeological section highlights the extraordinary historical features of the Susa Valley, which has conserved significant traces of the succession of civilizations and culture, from prehistory to the modern times.

The broad valley floor provided room for settlements, which prospered and developed thanks to the accessibility of the mountain passes, and created the opportunity for fast connections to the rest of Europe, creating the impetus for a production of sacred art objects and religious architecture, which represent an important contribution to European art and culture as a whole.

The wealth of abbeys, frescoes and Romanesque and Dauphiné churches all testify to the rich and varied cultural growth of the valley.

The Susa Valley, thanks to the many alpine passes, such as Moncenisio e Monginevro, have also been vital strategic importance, which explains the widespread and quite visible presence of military installations in the area. A historical progression from Medieval times to the Second World War may be observed in the military architecture, with works that are outstanding both as architecture and as examples of military strategy, and also have great aesthetic value for the beauty of the surroundings in which the various fortresses are set.

The valley's material culture recounts the tales of women and men who have lived and who still live here, working and interacting with the mountains, creating pockets of prosperity or eking out living in the bottomlands or on the steep mountain slopes. Well-preserved alpine villages, with their characteristic spring-fed fountains, their village oven and their houses made of gneiss, other stones and wood dot the landscape.

The richness of human presence in this area is also reflected in its linguistic diversity, from the various local Italian dialects to the language of Languedoc, revealing the strong transalpine influences. An extra flavour is added to this tour of the valley by the local culinary traditions with their great variety of wines and gastronomic delicacies.

2 A brief description of nature and history

The Susa Valley is located in Northwest Italy at the border with France, from which it is separated by the Alps, 3600 meters high. It is the widest valley in the Western Alps; in fact, it is a natural corridor stretching from East to West. The two sides of the valley benefit from different sun exposure and this makes them quite different from one another. The left side is dry, while the right side is humid, shady and cold. The natural environment, and particularly the flora, are deeply affected by this peculiarity, resulting in a valley with extremely variegated and interesting sites and habitats. In particular, the Susa Valley is defined as a Site of Community Importance (SCI) according to the so-called European Commission "Habitats Directive" (92/43/EEC), within the Natura 2000 Network.

The Dora Riparia River runs through the valley, and there are abundant springs and superficial aquifers. In the high part of the valley there are pastures, while at lower heights (1300–1800 meters) there are steep crevasses. The Susa Valley is among the most developed alpine valleys from economic and infrastructural points of view. It is crossed by two main roads through the passes Monginevro and Moncenisio. Moreover, a motorway and an international railway reach France through the Fréjus tunnel. The Valley hosts three hydroelectric dams and is crossed by two electric lines. Many tourist and sport resorts make the valley a tourist attraction (is also was the base of the 2006 Winter Olympics). There are many industries, including mining, and many military roads built in previous centuries that are currently international tourist attractions for walkers and cyclists.

The valley has about 90,000 inhabitants, it is divided into 39 Municipalities and it extends for about 1,110 km square. There is a well-established tourist industry, as it is evident by the presence of "second homes", hotels and motorway traffic. Notwithstanding the heavy human presence, the Susa Valley features wide semi-natural and wild areas, which host many examples of alpine fauna (deer,

chamois, roe deer, wild boar, eagles, hawk, partridges and wolves) and a very rich diversity of flower species: there are four natural parks, two natural reserves and many areas of European interest. Livestock rearing, which was very intense until the end of World War II and subsequently declined, is now in a new phase of growth, albeit slow, and consists of about 7000 cattle, 10000 sheep and 500 goats.

The Susa Valley has a very ancient history, and many signs of its past wealth are still visible: archaeological sites, Roman villas, churches and abbeys, castles and fortresses, which attract thousands of tourists every year. At the time of the Romans, the alpine crossovers of the valley acquired strategic and military importance: it is believed that Hannibal trespassed in 218 BC and Julius Caesar crossed over in 61 and 58 BC, marching towards Gallia (ancient name of France). After the fall of the Roman Empire, different populations took over each other: Goths, Byzantines and Longobards, until in 774 AC, the French Emperor Charles I the Great conquered Italy passing through the Susa Valley. Around the end of the twelfth century, many abbeys were built, still well preserved and open to visitors today.

In 1854, the Turin-Susa Railway was constructed, followed in 1871 by the Fréjus tunnel. After the World War II, the valley remained part of Italy, but the Valle Stretta and the Moncenisio were handed over to France. In conclusion, the geographical location of the Susa Valley makes it a site of considerable wealth of natural resources, which have supported economic and cultural development over many centuries. However, the history of the valley also suggests that this has always been an area of conquests, conflicts and political appetites.

3 Socio-economic context and entrepreneurship swot analysis

STRENGTHS

- stationary population (migration flows with positive balances)
- commitment of local population in Voluntary associations.
- widespread know-how in handicraft sector and in restoration of cultural heritage
- high quality local products: food, drinks, crafts (slow food)

WEAKNESSES

- aging of the population
- declining birth rates
- population decline in the marginal areas not affected by the tourism
- global recession employment opportunities
- high commuting to the city
- few job opportunities in marginal areas
- crisis of manufacturing industry
- urban – rural dichotomy
- territorial disparity among high valley/ mid valley and lowland areas.
- low quality standards of tourist services
- lack of competitiveness of local entrepreneurs
- needs to improve system of governance between local stakeholders, tourist operators
- growth of short fixed-term employment contracts
- high incidence of the seasonality of tourism especially in ski areas

OPPORTUNITIES

- consolidation of migration flows: positive contribution to the multiculturalism of the area
- commuting facilitated by improved transport systems and new technologies
- growth of opportunities in green jobs and other jobs related to cultural and historical resources
- fast internet connection - high performance (project: smart susa valley)

THREATS

- increasing aging
- integration of migration flows with local population
- increased job insecurity
- subsistence problems in off-season periods

4 Routes And Location Swot Analysis

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| <p>STRENGTHS</p> <ul style="list-style-type: none"> - thematic itineraries e.g. “La via Francigena” (with the involving along the route of 122 associate operators owning accommodation facilities, restaurants and stores, 39 Municipalities and 3 Nature Parks), “Sentiero dei Franchi” and route itineraries which lead through the most important places of territory - itineraries of taste - Presence of an efficient system of road and rail connections (Motorway A32, metropolitan railway system SFM3). - presence of the Alpine cross border passes (Monginevro, Moncenisio) - fast internet connection - high performance (project: smart susa valley) | <p>WEAKNESSES</p> <ul style="list-style-type: none"> - difficult access to areas not served by rail or close to motorway exits - lack of connection to Turin airport - heterogeneity of road signs |
| <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - good prospects of EU supported transport (rail developments, e.g. Susa International railway station); | <p>THREATS</p> <ul style="list-style-type: none"> - vulnerability of the system of connections to hydrogeological risk - shortage of investments in the maintenance of roads infrastructure. |

4.1 VIA FRANCIGENA

Stretching back to ancient times the Susa Valley has been a central point for connecting Italy with France, through the Monginevro and Moncenisio passes.

The medieval period endorsed its leading role as a gateway between the Italian peninsula and the rest of Europe for merchants, armies, aristocrats, men of Church and pilgrims who were aiming to reach Rome, the epicentre of Christianity, or Santiago de Compostela, the ancient religious destination.

Already in 333 AD, the Moniginevro Pass was crossed by the anonymous author of *Itinerarium burdigalense* (the oldest description of a Christian pilgrimage route) for reaching the Holy Land: precise notes were made of the mansio and the statio in Susa Valley, some of which are now important archaeological sites.

Starting from the early Middle Ages, the Moncenisio Pass became one of the nerve centres of the European political scene with the first arrival in Italy of Charlemagne in 773 for the Battaglia delle Chiuse against the Longobards, and the marriage of the Comitissa Adelaide Manfredi with Oddone di Moriana-Savoia in 1046, which resulted in the Savoy dynasty entering Piedmont and, thus, Italy. The intense flow of people along the Via Francigena circulated ideas and generated a constant exchange of knowledge, languages and religion which helped nurture a European cultural energy in the valley: monasteries of international renown were built, such as the Abbey of Novalesa and the Sacra di San Michele, other places of worship with a more local feel such as the Cripta di Celle, chapels, as well as town centres home to markets or places of transit and the mandatory tolls such as Susa, Bussoleno, Avigliana and Oulx.

Along the route were created hospitali, xenodochia, inns and hotels such as the Ospedale di Passo del Moncenisio (founded between 814 and 825 AD), the inns of Novalesa and Bussoleno or places of assistance such as the Precettoria di Sant'Antonio at Ranverso, known for the treatments against ergotism.

Fortified castles, strongholds and palaces, marking out many of the Susa Valley villages – Oulx, Chiomonte, Susa, San Giorio, Chianocco, Bruzolo – now reveal the widespread territorial control held and also the aristocratic power along the valley, relating to the economic and commercial importance that the route acquired over time.

These days, going along the Via Francigena in the Susa Valley means a journey for discovering art, nature and culture, where also the cuisine, the typical seasonal products, the fetes and fairs of ancient tradition are still a living expression of the territory's identity.

It is through this varied and authentic panorama that the route meanders for over 170 km with two historical variants, starting from Moncenisio and Monginevro towards the valley floor and on towards Turin: by taking the Via Francigena in the Susa Valley, the many pilgrims and hikers are offered the chance for once again savouring the spirit of this land and for reliving, by means of gentle tourism that revives the spirit, mind and body, a unique cultural mosaic.

4.2 Itineraries of taste in the Susa Valley

The Susa Valley, for its microclimate and its historical experience offers a wide variety of typical products: wine, cheese, honey and sausages, chestnuts, potatoes and fruit, often with the approval of typically. The culinary tradition has managed wisely declined the flavors of the products of the earth, creating simple but tasty dishes. Varied also the production of cakes and cookies: the “canestrelli”, the “Gofri” of the upper Valley, the “Rubianesi”. The pasta of “Meliga”, the “Pan della Marchesa”, the “Lose golose” and the “Focaccia of Susa”. All year long, municipalities of Susa Valley are full of festival, tasting, wine and food, competitions of product quality.

5 Heritage And Preservation Swot Analysis

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| <p>STRENGTHS</p> <ul style="list-style-type: none"> - attractive cultural heritage (archaeological sites, abbeys and monasteries, fresco cycle, diocesan museum system and museum collections) - unique areas of natural beauty including three nature parks with a rich flora (Parco del Gran Bosco in Salbertrand, Parco Orsiera Rocciavè and Parco dei Laghi di Avigliana) today covering an area of 15.500 hectares along the whole extension of the valley and 12.500 hectares of Sites of Community Importance (SCI) - widespread know-how in handicraft sector and in restoration of cultural heritage - national and international high-visibility position thanks to the "2006 Turin Olympics Winter Games" | <p>WEAKNESSES</p> <ul style="list-style-type: none"> - difficulty to develop complex cultural strategies - lack of awareness of the importance of own cultural heritage among people not directly involved in cultural associations - lack of knowledge of existing cultural resources on the local and national / international tourist market |
| <p>OPPORTUNITIES</p> <ul style="list-style-type: none"> - presence of a widespread cultural heritage on the territory which allows its enhancement through integrated tourist packages (Susa Valley as an "open air" museum) - Possibility of access to EU funding (Alpine Space, Central Europe, Latin Arc, Alcotra, ...) - exploitation of the growing interest in cultural and sustainable tourism. - innovative models of public-private partnerships - active network of cultural associations | <p>THREATS</p> <ul style="list-style-type: none"> - shortage of resources for heritage protection: decay of historic monuments - increased costs due to individual and disorganized management - difficulty in obtaining funds for system actions |

5.1 The Natural Park Of Alpi Cozie

The geographical location of the Susa Valley makes its meeting point between northern vegetation and other typical of more southerly. The whole area has a rich flora, with over 1900 species recorded, and a high diversity of plants formations. The regional Park Alpi Cozie and natural

reserves have a duty to protect this heritage, now cover an area of 15,500 hectares along the whole extension of the valley, in addition to the 12,500 included within the Sites of Community Importance (SCI).

5.2 Archaeology

The Susa Valley retains a wealth of material evidence left by six thousand years of history. The first traces of human presence in the valley is the Neolithic site of Maddalena of Chiomonte, the Prehistoric Museum of Vaie and rock carvings on the slopes of Rocciamelone, Susa, the centre of the path, with its archaeological promenade preserves the most important Roman and Celtic territory. In Bardonecchia, however, the archaeological park of the Tour of Amun can take a dip in the Middle Ages, in the footsteps of François de Bardonnèche.

5.3 Abbey and Monasteries

The tour of the abbeys and monasteries is a peculiarity of Susa valley. Since the Middle Age, the territory of Susa was characterized by the presence of numerous monastic institutions that have profoundly shaped the culture and life of this land. Besides the three great Benedictine abbeys (S. Michael at the Locks, S. Justus of Susa, SS. Peter and Andrew of Novalesa) we must remember the Augustinians monasteries of S. Lawrence in Oulx and St. Mary at Mont-Cenis pass, the Carthusians in Montebenedetto and Banda, the Franciscans in Susa and Avigliana.

5.4 Fresco Cycle

Susa valley is especially rich in fresco cycles. The majority of these works, many of which have been recently restored, dates back to and 15th and 16th Century, but there are older cycles such as those of Novalesa Abbey, which were dated to the end of 11th Century. Often these paintings are on the outside walls of country chapels, set in attractive natural contexts. Many cycles are also kept into the sacred buildings and show around the altar scenes of the life of Christ or of the patron saints, witnessing the past religious experience of these lands.

5.5 The Diocesan museum system and museum collection

The itinerary was born by the network of ecclesiastical museums, coordinated by the Diocesan Museum of Sacred Art of Susa, which collect and exhibit a significant wealth of sculpture, jewellery, paintings and vestments, of Italian and European production, located throughout the Susa valley. There is also the Museum Collection, housed at the old church of Santa Maria Maggiore in Avigliana.

5.6 Fortifications

The western Alps have been subjected over the centuries to a thick fortification activities, seeking to prevent the transit of foreign troops. The Susa Valley, due to the presence of several Alpine passes, has played in this field is essential role and this explains the wide-spread presence of military facilities from various periods in the area, with a layering of historical military architecture ranging from medieval and responses to the last conflict is of particular value in the field of architecture and engineering, both in the purely aesthetic.

5.7 Material culture

Issues related to material culture are represented in the territory of the Susa Valley, a network of museums and Demoethnoanthropological Ecomuseums divided into themes. The various museums intend to tell, in an articulated way, the cyclical nature of everyday life in the villages of the Valley. The story of these actions is given not only the tools that are part of the experience of every day, but on the same mountain villages with their distinctive architecture, fountains, sundials, the places of everyday life of local people.

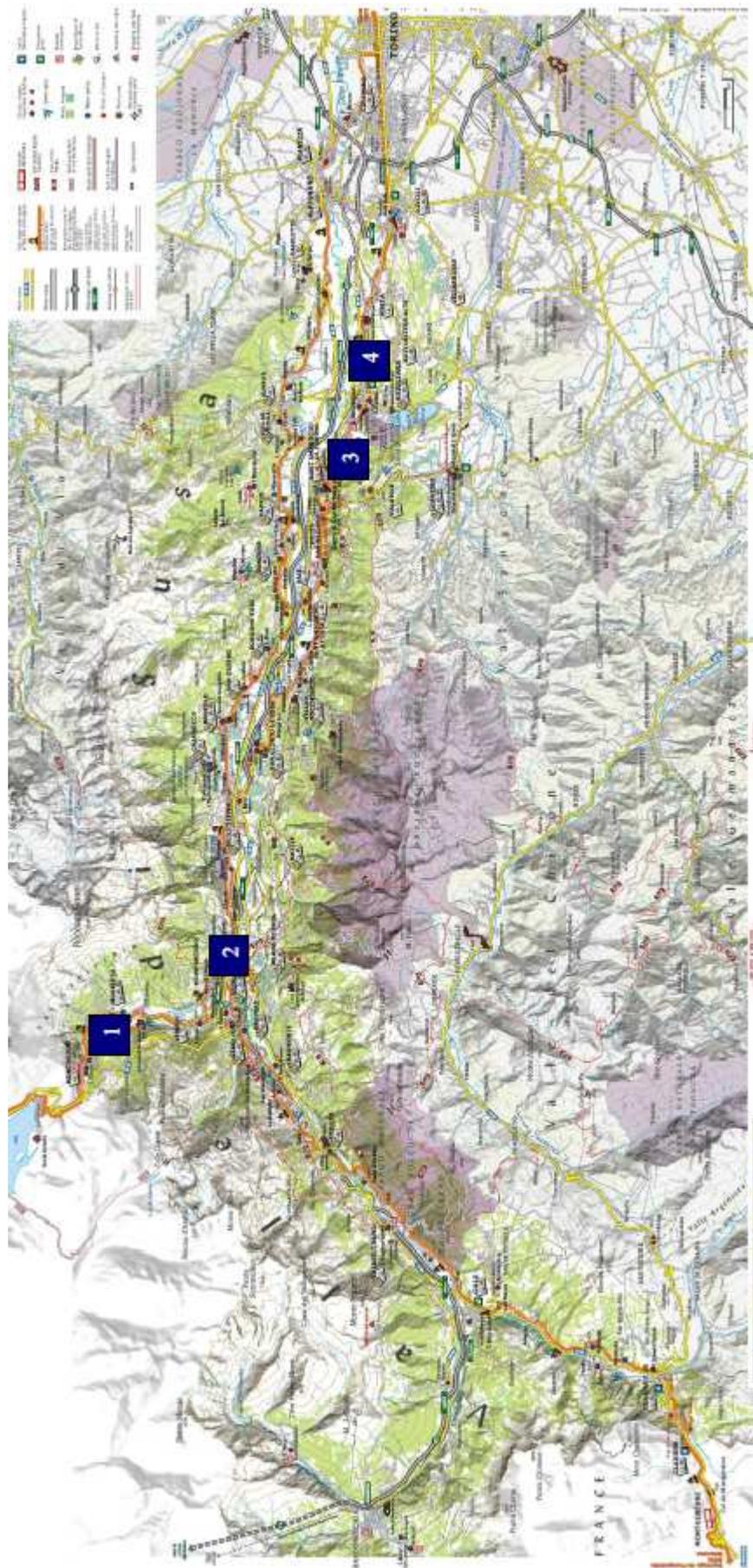
6 Local identity and commitment swot analysis

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|---|--|
| STRENGTHS <ul style="list-style-type: none">- sense of belonging- presence of a rich linguistic and cultural heritage- high quality local products: food, drinks, crafts (slow food) | WEAKNESSES <ul style="list-style-type: none">- inability to develop complex cultural strategies- tendency to individualism of local actors- difficulty to network the existing cultural offer |
| OPPORTUNITIES <ul style="list-style-type: none">- opportunity to create an integrated offer of the susa Valley- growth of cultural tourism- opportunity to exploit the visibility obtained by the Olympics Games | THREATS <ul style="list-style-type: none">- competition and globalization of markets |

7 Description of regional church route.

The Susa Valley is located in Northwest Italy at the border with France, from which it is separated by the Alps, 3600 meters high. It is the widest valley in the Western Alps; in fact, it is a natural corridor stretching from East to West. The two sides of the valley benefit from different sun exposure and this makes them quite different from one another. The left side is dry, while the right side is humid, shady and cold. The natural environment, and particularly the flora, are deeply affected by this peculiarity, resulting in a valley with extremely variegated and interesting sites and habitats. In particular, the Susa Valley is defined as a Site of Community Importance (SCI) according to the so-called European Commission “Habitats Directive” (92/43/EEC), within the network “Natura 2000”.

The Dora Riparia River runs through the valley, and there are abundant springs and superficial aquifers. In the high part of the valley there are pastures, while at lower heights (1300–1800 meters) there are steep crevasses. The Susa Valley is among the most developed alpine valleys from economic and infrastructural points of view. It is crossed by two main roads through the passes Monginevro and Moncenisio. Moreover, a motorway and an international railway reach France through the Fréjus tunnel. The Valley hosts three hydroelectric dams and is crossed by two electric lines. The total resident population at 1 January 2011 amounted to 85.959 people, with a strong imbalance between the low and the high valley, inhabited by 71.820 and 14.139 people respectively. It is divided into 37 Municipalities and it extends for about 1,110 km square. There is a well-established tourist industry, as it is evident by the presence of “second homes”, hotels and motorway traffic. Notwithstanding the heavy human presence, the Susa Valley features wide semi-natural and wild areas, which host many examples of alpine fauna (deer, chamois, roe deer, wild boar, eagles, hawk, partridges and wolves) and a very rich diversity of flower species: there are four natural parks, two natural reserves and many areas of European interest. Livestock rearing, which was very intense until the end of World War II and subsequently declined, is now in a new phase of growth, albeit slow, and consists of about 7000 cattle, 10000 sheep and 500 goats.



<http://www.cittadisusa.it/> (Italian and French language)

7.1 Novalesa, “Sts. Peter and Paul Abbey”



The abbey of Novalesa was officially founded on 30 January 726, by will of local lord Abbo of Provence, in a position commanding the Mont Cenis Pass. Probably the founding monks had come from the Grenoble region. The actual abbey church is dedicated to Sts. Peter and Paul. It was built in the 18th century above the pre-existing Romanesque church from the 11th century, of

which some frescoes, including the Stoning of St. Stephen, remain. The current church is in Baroque style and has a nave with barrel vaults.

Around the monastery there are four chapels from 8th to 11th century: the most important is the St. Eldradus chapel where is possible to delight in a fresco cycle from the late 11th century, depicting stories of the life of St. Eldradus and St. Nicholas.

<http://www.abbazianovalesa.org/> (Italian language)

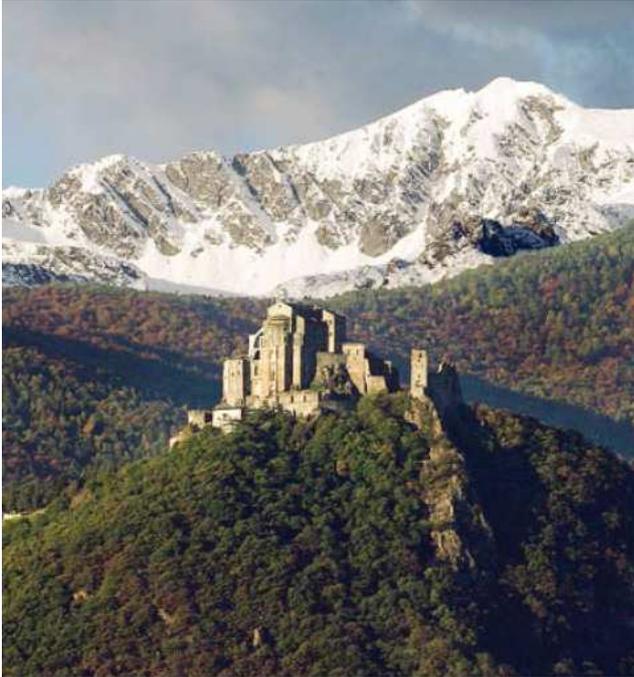
7.2 Susa, “The San Giusto Cathedral”



The city of Susa was inhabited for the first time by the Ligurians, and in the following by the Celts (around 500 b.C.) which run into the first populations. Then the Romans conducted by Giulio Cesare came and fought with the local populations until they settled a covenant with their king Donno . Such event was sanctioned with the construction of the Augusto’s arch. The city was then called Segusium and became the capital of the Hautes Alpes Province of the Roman Empire. In 1027 a Benedictine Abbey was founded near the eastern gate of the city. During the Middle Ages, the San

Giusto Cathedral was enlarged in two work stages: the first occurred in the twelfth century and interested the facade, while the second one occurred between the fourteenth and fifteenth century and interested the apsidal area.

7.3 S. Antonio di Susa, “Sacra di San Michele”



The Sacra di San Michele, is a religious complex on Mount Pirchiriano, situated on the south side of the Val di Susa overlooking the villages of Avigliana and Chiusa di San Michele. The abbey, which for much of its history came under Benedictine rule, is now entrusted to the Rosminians. The oldest extant tale is that of a monk, William, who lived here in the late 11th century and wrote a *Chronicon Coenobii Sancti Michaelis de Clusa*.

The Sacra di San Michele (983-987 AD), Piedmont’s symbolic monument, is one of the most important examples of Romanesque

architecture in Europe, a centre of monastic culture and for years a destination of international pilgrims.

http://www.sacradisanmichele.com/eng/test_display/index/id/16/cat/8

7.4 Buttigliera Alta, The Monastery of “Sant’Antonio di Ranverso”



The monastery of Sant’Antonio di Ranverso complex was founded in 1188 as a restoration point for pilgrims and a treatment center for people infected by shingles. The complex was modified and rebuilt several times. It initially included a hospital, of which only the facade remain and the church. The latter appears today in Lombard-Gothic style, after its renovation in the 14th-15th centuries. Annexed to it is the bell tower, also in Gothic style (14th century). The interior was decorated with numerous frescoes

starting from the 13th century, some of which painted by Giacomo Jaquerio in the early 15th century. Also by him is the Ascension to the Calvary, in the sacristy. In the presbytery there is a polyptych by Defendente Ferrari (1531).

http://www.turismotorino.org/cultura/EN/ID1287/precettoria_sant_antonio_di_ranverso

The geographical location of the Susa Valley makes its meeting point between northern vegetation and other typical of more southerly. The whole area has a rich flora, with over 1900 species recorded, and a high diversity of plants formations. The regional Park Alpi Cozie and natural reserves have a duty to protect this heritage, now cover an area of 15,500 hectares along the whole extension of the valley, in addition to the 12,500 included within the Sites of Community Importance (SCI). The geographical location of the Susa Valley makes it a site of considerable wealth of natural resources, which have supported economic and cultural development over many centuries.



The regional Park Alpi Cozie includes (in Susa Valley):



<http://www.parcogranboscosalbertrand.it/Eindex.php>



<http://www.parks.it/parco.laghi.avigliana/Eindex.php>



<http://www.parks.it/parco.orsiera.rocciavre/Eindex.php>



<http://www.parks.it/riserva.orrido.chianocco/Eindex.php>



<http://www.parks.it/riserva.orrido.foresto/Eindex.php>

7.5 Description of the Regional strategy

The analysis of the region taken into consideration suggests some thoughts that you try to synthesize in order to arrange a possible and desirable future project:

In order to stop the relationship of dominance-dependence between the city and the mountain this relationship must become a partnership.

it is necessary that the susa valley is not only space and supplementary appendix of suburban, but is able to independently develop some of the activities and functions that characterize the city (especially research, innovative activities, etc.), in order to be an integrated part of the "long networks" (european, global) of these functions. In other words the network of metropolitan functions must "anchor" some of its nodes to local systems and then alpine valley.

Independent develop means to start on the basis of the local plan, due to the specific competitive advantages of the environment, culture and society alpina, because they are able to attract "anchors" external carriers of investments, new skills and competencies. It is therefore a development mediated by local actors and not just a relocation of metropolitan functions, which may occur according to valid models in any place, but well connected to the "long metropolitan networks".this is the reason why the development must be culturally and socially sustainable.

the alpine identity of the valley will be preserved not only protecting a "heritage" (natural

environments, landscapes, cultural heritage and traditions) as a combination of "fossil" resources, non-renewable. This heritage must be preserved not only as a symbolic value and not only to offer it as a spectacle and as an attractive setting for visitors, inhabitants of second homes and to attract new residents. It is first of all, necessary to consider it as a genetic code, able to convey the transformation rules for long-term proper to the various natural and cultural environments of the alps.

It should be used as a set of principles and values that allow you to play the identity of places and communities through continuous reinvention and transformation of material and organizational forms inherited from the past. It has continuity with the past only continuing, in new ways and adapted to the times, the co-evolutionary process of local societies with their environment that produced what we now consider a value. If we limit ourselves to embalm the forms that these values have taken in the past, the result is the involution.

the inhabitants of the valley, especially when young, no longer respond to the old stereotype of the "mountaineer". For income, education levels, lifestyles, value systems and aspirations they do not differ substantially from the rest of the urbanized society. However, they still suffer from some limitations, such as those relating to access to many services, fewer opportunities for social interaction resulting from the relative cultural isolation and low population density and generally the difficulty of enjoying locally of the "city effect".

Therefore, the city must enter (or re-enter) in the valley, not as an expansion of the surrounding metropolitan agglomerations and not only transforming the space in alpine holiday camp and recreation for the urban population, but by encouraging the location in valley of some activities and institutions which are now based in the city and could be placed better in the alpine environment, since they bind to the specific characteristics of it. For example: research and planning on issues such as alternative energy, landscape, building technologies, plant, agricultural, forestry and manufacturing which better fit to the mountain environment, productions and related educational activities, exhibitions and events such as the alps discover, alps etc. 365.

The development of these activities should be promoted in the inner cores of the valley that provide the preconditions for becoming the "nodes" (even as small population size) of a network connected with the urban network of the metro and surrounding regions. This development, as well as offering opportunities to the local population of skilled labor, would have a multiplier effect on services and movement of people, information, and cultural values. The purpose will be to create locally those conditions of life and work that today there are not present, and therefore must be sought outside emigrating or long commutes.

These results can only be achieved by stimulating the projects mainly expressed by networks of local actors little institutionalized or informal (associations, etc..) As the plan for the use of susa valley treasures of art and alpine culture. To accept this situations means to carry out a work of cultural mediation and "translation" that allows the knowledge and planning contextual to master concepts, knowledge of languages and comparative knowledge of their most experienced general (scientific institutions) through which interests, knowledge and local initiatives can interact with the interests and planning supra-local (regional, national, eu).

In the susa valley, the strong themes to implement further, due to the the re-design of novalesa, are, living and host, two things very closely related to each other, which can be the basis for unifying a large unified program of rebirth of the valley.

Living contains within itself the elements of identity inherited from the past (the cultural substratum, tangible and intangible, the "transformation rules") and the need to translate today in securing the territory, efficient services, environmental quality, new job opportunities. This theme can be articulated in a series of actions attributable to various lines of intervention, such as:

- a. Protection and enhancement of cultural heritage: museums, exhibitions, tours, research and specialized training, etc.; all included in regional networks and cross-border
- b. To create safety hydraulic and hydrogeology conditions in the area means also to recover traditional and spread knowledge.

C. Development of on-site research, training, documentation, monitoring, design and production of vehicles and safety systems, through cooperation with universities, research centers and specialized companies of the mediterranean alps.

D. The house: recovery of the housing and historic craft related, development of mountain contemporary housing, green building, smart house and so on.

E. Development of on-site research, design and production connected with the previous point, in the network as above described.

F. Development of short supply chains in the field of food production and consumption, wood and energy from renewable sources (solar, wind, biomass, forestry);

G. Activities related to these sectors: research, design and construction of facilities, the timber supply chain, design, training, environmental engineering and landscape (in the network as above described)

host. Also here you can start with a rich heritage that already in the past centuries, and then with the

tourism of the nineteenth and twentieth centuries, has sedimented knowledge, external relations, infrastructure, ever to appear, especially in the upper valley, as a "vocation" almost exclusive.

The crisis (climate, environmental and energy) in the specialization in downhill skiing and that the real estate market of second homes requires a total rethinking of the function of reception, its attractions, modes, locations. There are some lines that can better develop and integrate. Anyway, the vision, while keeping in mind the specific potential of the valley, must extend circuits, from a minimum level sub-provincial (atl) and cross-border proximity to the global level for certain activities (the type sports leagues, use of olympic facilities, conferences, etc.).

A. Tourism and cultural heritage, museums, exhibitions, demonstrations, eco-museums, historical tours, etc..

B. Tourism and natural heritage (parks, protected areas, geological sites etc..)

C. Educational tourism theme: mountain environment, breeding and agriculture, forest, energy, etc..

D. Welcome in designated training courses, workshops and so on, related to the previous points and. Tourism linked to several hiking and other sports (skiing, cycling, climbing, canoeing etc..)

F. Tourism linked to short chains of food production and crafts: wine, food, villas, shopping malls local products

G. Scientific congressional tourism, conventions and so on., favored by good accessibility, environmental attractiveness and possibility of practicing sport.

H. Landscape: tourists attracted to the architectural, cultural and environmental heritage is now forced to join them, to cross many horrible places.in particular, should be redesigned and "remade" the landscape along the main highway and railway infrastructure access. In the susa this problem is particularly critical, so its territory could become a laboratory for its solution at european level. "strategic" does not mean that is superior compared to normal planes, but adopting a strategic rationality. Tthat arises from the interactions between the actors and not by an instrumental rationality applied to predefined targets the question is not to plan the solutions directly, but to develop in participants the ability to identify problems and devise solutions to specific situations, to innovate use of the knowledge and practical experience of those by who live there.

It is therefore a process and not a design or a standard for compliance. The "investment" in this direction should be first and foremost a short-term horizon, one in which you are unable to assemble and mobilize networks of local actors as possible, until you find - even by comparison with external experts - directions to take and the first steps to take to start the process. However, there is also to consider a longer-term horizon, which proposes a kind of cultural continues mediation, able to involve all the people (from the school). A mediation between the experiences, implicit micro-projects and local knowledge (including traditional ones that can be

usefully recovered) and what is known, is designed and is in the wide world, and that can be used to reinterpret the potential of the area and improve conditions and the local quality of life.

7.6 GOALS OF REGIONAL STRATEGY

Knowledge

- To encourage, by the inhabitants of the Susa Valley, the knowledge of the rich heritage of goods history, art and culture, stimulating a process of recognition and sense of belonging. historical events and economic developments different between the upper and lower valley, the feature of a transit valley, have sometimes made overshadow the value of environmental and cultural excellence exist in the area.
- to enhance the traditions of language, knowledge and culture by the fostering of alpine festivals, which contain an assortment of aggregative experiences, able to maintain and build upon a link between community and territory.
- arrangement of clear policies about the administrative and financial mechanisms for the growth of jobs that will focus on research and development-oriented enterprises in the cultural field. in research work, special attention should be paid to the needs, experiences, traditions and opportunities of the cultural landscape.

Integration

- to develop a greater integration between cultural resources and their management arrangements, in close connection with the enhancement of the environmental heritage and natural beauty.
- to encourage the development of a deeper integration between the internal areas of the susa valley, in particular between upper and lower valley, creating a complete tourist offer, which combines in a more stringent proposals historical-cultural and gastronomic offer with the sports and natural-environmental ones.
- to develop new forms of inclusion between different economic sectors, but share the process of valorization of cultural heritage.
- develop a process of integration with the neighboring areas of the valley, on the french side and on the italian one.

Integration

- To support the development and innovation in the field of cultural tourism through research, and to promote the start-up of new businesses.

- To foster the connection of cultural players with those of tourism, food, hospitality, craftsmanship, and, in general, the business world, to support the development of cooperatives and/or associations related to tourism.
- Development of public-private networks with the aim of creating innovative advances in the field of cultural landscapes in places where they can express their potential, needs, wishes and ideas in a creative way.

Innovation

- To involve young people, schools and universities of the territory, also through the implementation of stages, in order to encourage the comparison between different generations who live in the valley, to stimulate participation in strategic projects active in the cultural, to develop a method of work of shared responsibility and participatory, encouraging the emergence of new design ideas and creativity.
- addressing the challenges of the contemporary world, prompting renewed reflection on innovative models of development of the mountain and the communities that we live and work.
- to stimulate the development of human resources with different types of training in which people can acquire knowledge about the natural, cultural and environmental heritage of the region, technologies, management, communications and information on the possibilities and the opportunities for the development of innovative business ideas;
- to establish several tools to stimulate cooperation among researchers (interdisciplinary cooperation on the technology and the humanities) and entrepreneurship.
- development of cultural events, exhibitions, book presentations, markets innovative ideas, etc. to raise awareness about the local cultural heritage.

8 Stakeholders involved in the strategy implementation

In 2002-2003, the voluntary cultural associations of the Susa Valley, which manage the opening of a large part of the cultural heritage of the area, were the boost for the birth of an integrated spatial plan named "Treasures of Art and Alpine Culture".

The input was collected from the two Mountain Communities and this local initiative was added the support from the Province of Turin, Piedmont Region and banking institutions.

Today the plan involving 37 Municipalities, the Management of the natural Park of Alpi Cozie, voluntary cultural associations, tourism associations, tour and hospitality operators.

The cultural system has a governance lightweight mesh based on operate according to a logic system valley.

The valorisation plan is articulate in two parts:

the steering committee; a restricted representative group of the various parties involved in the project with the aim to give the general guidelines, to coordinate the activities and to monitor the results.

working groups (second level of participation) specialized on different themes about historical heritage, cultural landscape and environment:

voluntary cultural associations;

communication and promotion of territorial integrated Susa Valley system;

culture, traditions, gastronomy, environment and operators of hospitality;

models of management of archaeological heritage;

"beni faro" (landmark) and territory (for further information please refer to annex "good practices);

cultural heritage and youth.

They are part of the valorisation plan:

Mountain Community Susa Valley;

Municipalities (Almese, Avigliana, Bardonecchia, Borgone Susa, Bruzolo, Caprie, Caselette, Cesana Torinese, Chianocco, Chiomonte, Chiusa di San Michele, Claviere, Condove, Exilles, Giaglione, Gravere, Mattie, Meana di Susa, Mompantero, Moncenisio, Novalesa, Oulx, Rubiana, Salbertrand, San Didero, San Giorio di Susa, Sant'Ambrogio di Torino, Sant'Antonino di Susa, Sauze di Cesana, Sauze d'Oulx, Sestriere, Susa, Vaie, Venaus, Villar Dora, Villar Focchiardo);

Associations (Associazione Culturale Archeologica Valsusina, Amici del Castello della contessa Adelaide, Amici dell'Ordine Mauriziano, Amici di Avigliana, Amici di Jouvenceaux, Arnica Montana, Artemuda, Associazione per gli Studi di Storia e Architettura Militare, Associazione Volontari Sacra di San Michele, Basta Poco, Biketrack, Eigo y Cuento, Feralp Team, Il Ponte, Jonas, Lat'Art, Ricami d'Arte Bandera Valle Susa, San Benedetto, Segusium, Valsusa Filmfest, Vita e Pace);

Consortia (Consorzio turistico di Bardonecchia, Consorzio turistico Sestriere e le Montagne Olimpiche, Consorzio Turistico Fortur);

all shops involved in the initiative Susa Valley Card (for further information please refer to annex "good practices) and <http://www.vallesusa-tesori.it/it/pag/valle-susa-card-2013-2014>.

The information points of the territory are municipal tourism offices and also offices of Turismo Torino e Provincia (http://www.turismotorino.org/docs_big/EN/A472/about_us).

In the section of the website <http://www.vallesusa-tesori.it/it/servizi/tipologia/informazioni> is possible to find following information:

welcome;

information;

accompanying;

tourism associations;

how to reach Susa Valley.

The web site www.vallesusa-tesori.it is under redesign and will also be available in English and French from autumn 2013.