



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



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



**PROVINCIA  
DI TORINO**

*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## 2<sup>nd</sup> Transnational Working Group Meeting January 31<sup>st</sup>, 2013 Presov



**PROVINCIA  
DI TORINO**

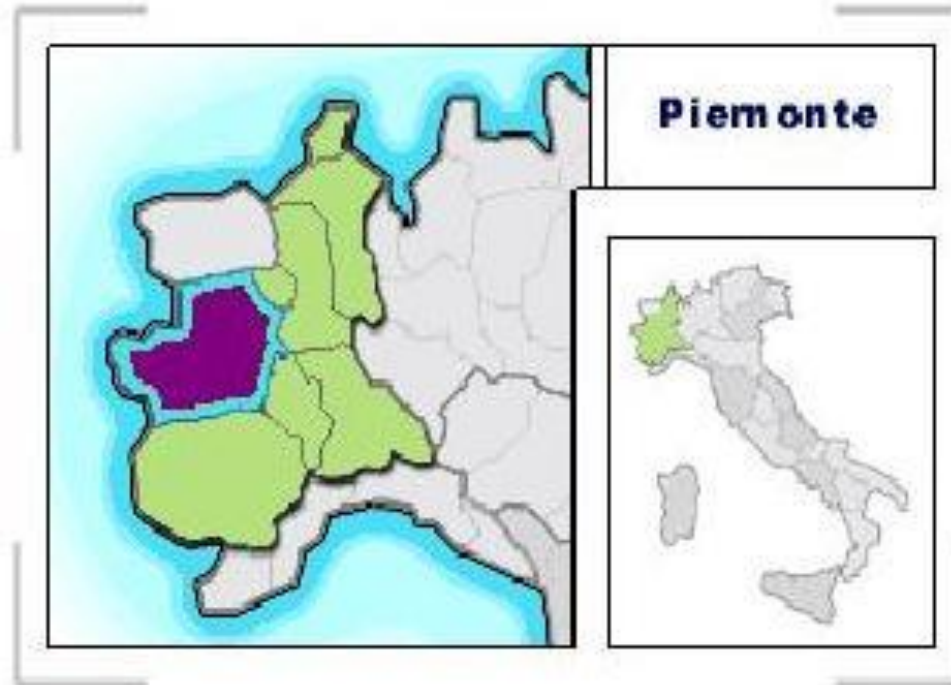
## RWG PRESENTATION OF THE MAIN ISSUES

Mario Burgay



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## PIEMONTE AND THE PROVINCE OF TORINO

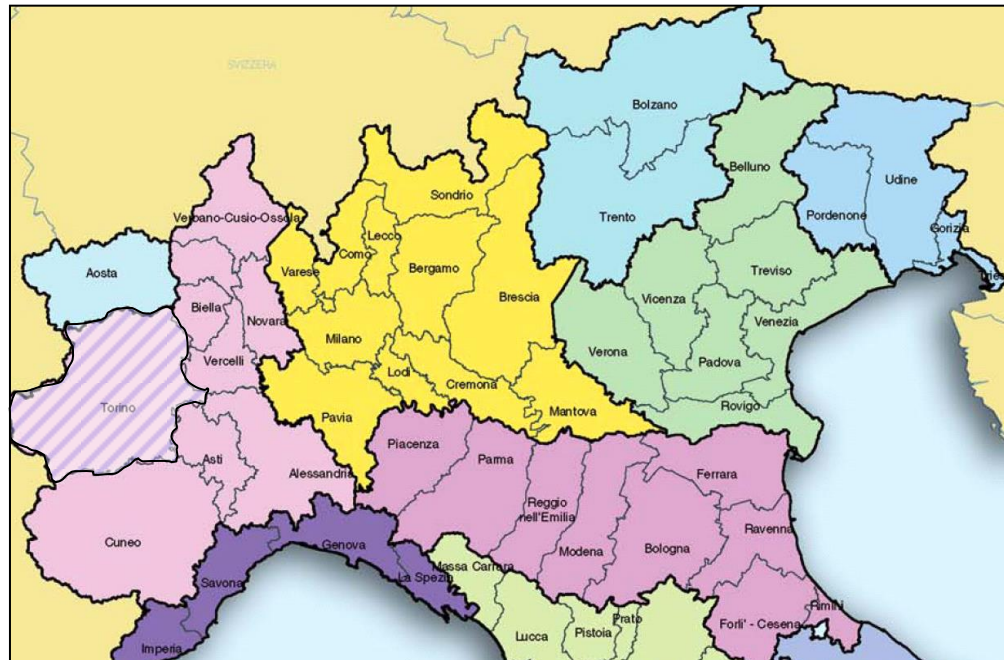


*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## THE PROVINCE OF TURIN

The Province of Turin is one of Italy's 110 Provinces, which represents an intermediate level of government between municipalities and Regions.

Lying in the north-west of the Italian peninsula on the border with the south-east of France, is the Province in Italy **with the highest number of municipalities (315)** and **one of the largest in terms of size**, has one of the **largest population**.



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## THE SUSA VALLEY



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## MAIN FEATURES

- The Susa Valley has been an important European transit route and the witness of important historical moments.
- The valley has about 90,000 inhabitants, it is divided into 39 Municipalities.
- There is a great variety of historical, archeological and artistic traces: the abbey of St. Michele, the Novalesa abbey, or the Exilles fortress (e.g.)
- The Susa Valley features wide semi-natural and wild areas: there are four natural parks, two natural reserves and many areas of European interest.
- There is a well-established tourist industry.



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## REGIONAL WORKING GROUP

Today in Susa Valley there is an active network of municipalities, Region, Province, cultural and religious associations involved in a project named "Treasures of Art and Alpine Culture".

In the valley are active many cultural voluntary Associations:

- "Associazione Amici del Castello della Contessa Adelaide, Susa"
- "Associazione Amici di Avigliana"
- "Associazione Bikertrack, Caselette"
- "Associazione Culturale Basta Poco, Vaie"
- "Associazione Il Ponte, Susa"
- "Associazione Jonas, Susa"
- "Associazione Lat'Art, Oulx"
- "Associazione Ricami d'Arte Bandera Valle di Susa, San Giorio di Susa"
- "Associazione per gli Studi di Storia e Architettura Militare, Torino"
- "Associazione Valsusa Filmfest, Condove"
- "Associazione Volontari della Sacra di San Michele"
- "Centro Culturale Vita e Pace, Avigliana"
- "Segusium – Società di Studi Storici Valsusini"
- "CESDOMEIO Giaglione"
- "L'associazione Amici della Sacra di San Michele"
- "AMETEGIS Mattie"
- "La Società Meteorologica Italiana. Bussoleno".



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## 1st REGIONAL WORKING GROUP MEETING

The first meeting of the Regional Working Group was held on 29 November 2012 at the headquarters of “Comunità Montana Valle di Susa e Val Sangone” in Bussoleno.

Meeting was attended by about 15 participants representing:

- “Treasures of Art and Culture Alpina” (coordinator of the RWG)
- "Comunità Montana Valle Susa e Val Sangone" (association of municipalities in the area);
- Susa Valley Municipalities;
- Polytechnic of Turin (technical support);
- the coordinators of the working groups (cultural heritage and territory, voluntary cultural associations, communication and dissemination, young people and culture)

The Regional Working Group, condividendo il progetto, lo approva e propone la costituzione di un gruppo di lavoro allargato ad altri comuni ed enti del territorio al fine di condividerne le buone pratiche che verranno messe in atto.

Viene presentata e approvata la bozza della “JOINT METHODOLOGY OF REGIONAL AND TRANSNATIONAL ANALYSIS” secondo la quale verranno organizzate le “buone pratiche” ed elaborata la SWOT analisi regionale della valle di Susa e l’analisi transnazionale.



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## 2nd REGIONAL WORKING GROUP MEETING

The second meeting of the Regional Working Group was held on 10 January 2013 in Caselette..

Meeting was attended by about 15 participants representing:

- "Treasures of Art and Culture Alpina" (coordinator of the RWG)
- "Comunità Montana Val Susa e Val Sangone";
- Susa Valley Municipalities;
- Polytechnic of Turin (technical support);
- voluntary associations
- the coordinators of the working groups (cultural heritage and territory, voluntary cultural associations, communication and dissemination, young people and culture).

The drafts of the SWOT analysis and of the Good Practices has been explained. The RWG approves and decides the transmission of the SWOT analysis and Good Practices (draft version).

During the 3rd RWG meeting (expected in may) it will be approved the final versions of these documents and will be illustrated and discussed the Transnational SWOT analysis and the draft of the regional and transational Churches Routes.





*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

# Susa Valley SWOT Analysis 1

## SOCIO-ECONOMIC CONTEXT AND ENTREPRENEURSHIP /a

### 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 of 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, touristic operators
- growth of short fixed-term employment contracts
- high incidence of the seasonality of tourism especially in ski areas



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Susa Valley SWOT Analysis 1

### SOCIO-ECONOMIC CONTEXT AND ENTREPRENEURSHIP /b

#### **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
- access to broadband network (project: smart susa valley)

#### **THREATS**

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



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Susa Valley SWOT Analysis 2

### ROUTES AND LOCATION /a

#### **STRENGTHS**

- 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)
- broadband network (project: smart susa valley)

#### **WEAKNESSES**

- difficult access to areas not served by rail or close to motorway exits
- lack of connection to Turin airport
- heterogeneity of road signs



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Susa Valley SWOT Analysis 2

### ROUTES AND LOCATION /b

---

#### OPPORTUNITIES

- good prospects of EU supported transport (rail developments, e.g. Susa International railway station);
- access to broadband network (project: smart susa valley);

#### THREATS

- vulnerability of the system of connections to hydrogeological risk
- shortage of investments in the maintenance of roads infrastructure.



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Susa Valley SWOT Analysis 3

### HERITAGE AND PRESERVATION /a

#### **STRENGTHS**

- 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 Rocciavrè 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"

#### **WEAKNESSES**

- 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



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Susa Valley SWOT Analysis 3

### HERITAGE AND PRESERVATION /b

#### **OPPORTUNITIES**

- 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

#### **THREATS**

- 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



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Susa Valley SWOT Analysis 4

### LOCAL IDENTITY AND COMMITMENT

#### STRENGTHS

- sense of belonging
- presence of a rich linguistic and cultural heritage
- high quality local products: food, drinks, crafts (slow food)

#### OPPORTUNITIES

- opportunity to create an integrated offer of the Susa Valley
- growth of cultural tourism
- opportunity to exploit the visibility obtained by the Olympics Games

#### WEAKNESSES

- inability to develop complex cultural strategies
- tendency to individualism of local actors
- difficulty to network the existing cultural offer

#### THREATS

- competition and globalization of markets



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Susa Valley SWOT Analysis SYNTHESIS

### STRENGTHS

- Very rich and important cultural heritage
- Good communications (physical and digital)
- International visibility (Olympic Games Torino2006)
- Strong local identity

### OPPORTUNITIES

- Growth of opportunities in green jobs and other jobs related to cultural and historical resources
- Good prospects of EU supported transport (rail developments, e.g. Susa International railway station);
- Access to broadband network (project: smart susa valley);
- Possibility of access to EU funding (Alpine Space, Central Europe, Latin Arc, Alcotra)
- Growing interest in cultural and sustainable tourism.(Susa Valley as an "open air" museum)

### WEAKNESSES

- Crisis of traditional economy
- Territorial disparity among high valley/ mid valley and lowland areas.
- Difficulty to develop complex cultural strategies
- Tendency to individualism

### THREATS

- Increasing aging
- Increased job insecurity
- Shortage of resources for heritage protection: decay of historic monuments
- Increased costs due to individual and disorganized management
- Competition and globalization of markets







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



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



**PROVINCIA  
DI TORINO**

*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## GOOD PRACTICE 1 VIA FRANCIGENA DELLA VALLE DI SUSÀ

A historical itinerary, the main route where in the past thousands of faithful from Europe went on a pilgrimage to Rome. The Susa Valley has been a central point for connecting Italy with France and the rest of Europe, through the Monginevro and Moncenisio passes for merchants, armies, aristocrats, men of Church and pilgrims.

The project aims to make accessible this important route, developing and qualifying the offer of municipalities, religious buildings, monuments, natural features and landscapes and local product through:

- involving private operators of accommodation, food and local products,
- encouraging economic impact on local operators,
- integrating public and private partners.

The Via Francigena of the Susa Valley project now has 122 associate operators, takes in 39 Municipalities along the route and involves 3 Nature Parks.

The target of this route are pilgrims and trekkers, couples and families, small groups, not interested in a mass tourism. Another target is tourism school, interested to link history, art and exercise in the open air.





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



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



**PROVINCIA  
DI TORINO**

*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## GOOD PRACTICE 2 BENI FARO (landmarks)

The project comes from the observation of the increasingly role assumed by the value of cultural, historical, artistic, natural and environmental in the territory of the Susa Valley and then the importance of its protection and enhancement.

The networking of cultural heritage can help to overcome the offer fragmentation, offering proposals for higher quality with lower costs and act in a more organic way, both at national and international.

The Mountain Community Valle Susa and Val Sangone, leader of the project, has created a web application which lists the "Beni Faro" and allows the visitor to know the offer of the Valley. This is an interactive and multimedia map that indicates points of interest, and routes in the area, which make it easier to plan a stay in the valley according to their interests: archaeological sites, sacred art, museum collections, parks, forts, hotel activities and food and wine.

The content can be downloaded by system bluetooth on portable devices such as mobile phones, smartphones and tablets.



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## GOOD PRACTICE 3 VAL SUSA CARD

The "Valle Susa Card" is a tool to promote customer loyalty and the knowledge of the territory's offers: art, culture, nature, food and wine products. A large number of high quality museum, art and natural sites, little hotels, holiday farms and houses and bed & breakfast involved in a overall system, all together ready to welcome and offer to tourist a nice and interesting stay during which is possible to discover a fascinating and rich of treasure territory. All the facilities ensure an excellent quality level certified by different local and european labels.

The card, valid for an year, grants rebates and discount (10% discount on a two-night stay, half board of full board and lunch and dinner) and gives to tourist the possibility to gain a final prize if one complete it by collecting all (8) stamps needed.



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## NOVALESA ABBEY

The Project will involve mainly:

- Province of Turin (Project Partner),
- City of Novalesa,
- Diocesan Cultural Center (SUSA),
- Foundation Magnetto,
- Benedictine Community
- Polytechnic of Turin (DIPRADI).



*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

## Pilot project: NOVALESA ABBEY

The project will mainly focus on :

- Involvement and participation of local population in order to develop awareness of the value of the historical heritage thereby stimulating a sense of belonging in the community
- Development and strengthening for tourist purposes of the Novalesa Abbey;
- From the attractiveness of the Abbey, to encourage the development of a sustainable historical-cultural model of Tourism, based mainly on religious and hiking tourism, widespread on the territory and the historic center.
- Social integration and distribution of wealth among local population (entrepreneurs, tourist guides, artisans etc.).



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



**CENTRAL  
EUROPE**  
COOPERATING FOR SUCCESS.



**EUROPEAN UNION**  
EUROPEAN REGIONAL  
DEVELOPMENT FUND



**PROVINCIA  
DI TORINO**

*This project is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.*

Thanks for your attention

