



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



EUROPEAN UNION  
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DEVELOPMENT FUND

## WP 4 output 4.1.7

# PILOT SELF EVALUATION FORM



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## CONTACT INFORMATION

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## EVALUATION OF IMPLEMENTED PILOT ACTION

While filling in the evaluation report please give as much information as possible. Please include in your description both good and bad experiences connected with PA implementation. This will help you in future to improve your activities and to all who will decide to transfer your actin to their regions to avoid errors.

The report has to be finished by 31<sup>st</sup> December 2013.



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Title of implemented pilot action	GOVERNANCE MODEL at the local level	
Short description of area where pilot was implemented	<p>The pilot area includes the territory of three municipalities of the province of Alessandria: Bosco Marengo, Sezzadio and Cassine. A short route out of the main itineraries connect these three municipalities, villages of Roman ages origins in the Alessandria region area between the plane and the hills, close to ancient ways, historical and cultural routes (from the pre-Roman age to Napoleon) natural preservation areas and enogastronomic itineraries in an area of local quality productions.</p> <p>Each one of the three religious complexes has a peculiar place inside the area, its history and landscape and presents peculiar architectural features and artworks. Cassine is a medieval village that preserved its structure and several churches among which the San Francesco gothic monastery (XIII century). Santa Giustina in Sezzadio is a former Benedictine abbey founded in the XI century, still nowadays related to agricultural works. Santa Croce in Bosco Marengo is a XVI century huge monastery founded by Pope Pius V in the countryside of its birth village. The area has a consolidate historical identity and host traditional festivals and artistic events.</p>	
Description of actions implemented (including stakeholders involved, main goals, elements of sustainability)	<p>We focused on new marketing solutions to promote tangible and intangible cultural heritage linked to churches. At the same time we're trying to implement a network of public and private stakeholders interested in making the new marketing tools really efficient and operative.</p> <p>First of all we involved decision makers at the local level (Mayors of three Municipalities) and the private owner of one important church in Sezzadio (Santa Giustina Abbey). Secondly other stakeholders such as: Civic Museums, Diocesan Museums, cultural associations,</p>	
<p>Timetable of pilot actions</p> <p><i>(add more lines if necessary)</i></p>	Name of the action	timing
	To identify the model and the new marketing tools	By December 2013
	To find, in cooperation with local stakeholders, how the governance model could function (also after the end of THETRIS' activities)	By December 2013
	To realize the marketing tools	By March 2014



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	To realize training seminars for local stakeholders	By March 2014
Achieved results	<p><i>please focus here more on qualitative results. The quantitative results you can describe in the table at the end of report</i></p> <p>Outputs:</p> <ul style="list-style-type: none"> <li>• 1 governance model identified</li> <li>• 1 interactive website realized</li> <li>• 1 facebook page realized</li> <li>• 2 training seminars realized</li> <li>• 1 external association created for the sustainability of the model</li> </ul>	
Problems identified during project implementation	<p><i>provide also information of you managed to solve the problems. If not please write which impact they had on implemented actions and on goals' achievement</i></p> <p>The most important problem we faced is the difficulty of individual stakeholders to work in network in order to pursue common goals. There are many small associations at the local level that work for the promotion of our cultural heritage but an organization that coordinates the various actions is lacking.</p>	
Added value of pilot at local/regional level	<p><i>describe here what kind of impact the implemented actions have socio-economic situation of the region</i></p> <p>More tourists will visit our pilot area. This means a positive impact on the economic and commercial enterprises of the territory.</p>	
	<p><i>describe here what kind of impact the implemented actions have on accessibility of the route</i></p> <p>The tourists, through the marketing tools developed in the framework of the pilot project, will access all needed information regarding the religious monuments, the local cultural initiatives and the accessibility of the route.</p>	
	<p><i>describe here what kind of impact the implemented actions have on preservation of cultural heritage</i></p> <p>The actions implemented raise awareness among local stakeholder</p>	



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	<p>about the preservation of cultural heritage. Public decision makers are trying to involve private bodies in projects aiming to preserve the tangible cultural heritage of our territory.</p>
<p>Possibilities of continuation of activities</p>	<p><i>describe here what kind of impact the implemented actions have on identity and local commitment</i></p> <p>Local cultural associations are accepting to work together and to coordinate the initiatives (festivals ...) in order to make stronger the local identity of the territory (and not only of the single municipality)</p> <p><i>do you do think about continuation/development of implemented actions in future?(if not, why?)</i></p> <p>The sustainability of actions will be secured by the organization that will be created at the end of THETRIS project. The organization will be able to implement the model created during the pilot project and to make it sustainable.</p> <p><i>Do you have an idea how to do it? What kind of resources you will need to continue pilot activities? will it be easy for you to find them?</i></p> <p>One of the most urgent problems in Italy is the lack of public money to fund the initiatives of the cultural associations. We will try to implement actions with private stakeholders.</p> <p><i>Other comments</i></p>
<p>Remarks about what could be improved in the further activities</p>	<p>We can build links with the other route involved in THETRIS project (Route in Susa Valley, PP5)</p>
<p>Describe elements of transferability at a transnational level</p>	<p>The elements of transferability are:</p> <ul style="list-style-type: none"> <li>• the involvement of cultural associations and volunteers</li> <li>• the involvement of public and private stakeholders through networking</li> <li>• the marketing tools</li> <li>• the creation of a new organization as coordinator of the local network.</li> </ul>



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## Quantitative results

Number of stakeholders involved in the pilot implementation	
Policy makers, decision makers	7 Municipalities
Local citizens	
School students	
Marketing, tourism, cultural experts	6
Church	4
Media	4
Research institutions	
Associations for the promotion of cultural associations	5
Museums	7
Tourism Agency	2
Private stakeholders	10

With the last training seminar we will reach 50 locals involved

No of audio guide systems with GPS implemented in churches	n/a
No of accessibility models developed and tested	n/a
No of set up local networks	n/a
No of revitalization packages developed	n/a
No of governance models developed	1
No of trainings participants	Our goal is to involve 50 people in training seminars (the first is scheduled on March 7 <sup>th</sup> , the second by the end of March).
No of QR-code systems implemented	n/a
No of church apps	n/a
No of training materials developed	n/a

\* If the indicator does not refer to the pilot action you implemented please write "n/a"

### Attachments:

- Photo and video documentation from all meetings organized within pilot



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- Lists of participants of the meetings
- programmes of meetings
- press materials
- promotion materials produced within pilot action
- Others .....