

**Economic Development (WP 5) Coordination
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Maria Luisa Dagnino , Alessandra Izzo, Paolo Corvo, Luigi Gaido

We divided our talk in three parts:

1) a short description of the case studies, similarity and differences among them (items and work methodology), targets of the case studies (main activities carried out, achieved results, impacts on the local environment). This first part will be carried out by Alessandra Izzo, AlpCity Project Assistant

2) a general description of WP5 lessons learned in relation to each case study lesson learned. This part will be carried out by Maria Luisa Dagnino, AlpCity Project Leader for Lombardy Region

3) some suggestions for case studies future. This part will be carried out by Paolo Corvo and Luigi Gaido (AlpCity SSC)

Case studies main activities, achieved results, impact on the local environment

As you know the case studies involve small municipalities with less of 2.000 or 5.000 inhabitants and they should be grouped in three themes of work:

- Development of tourism industry – Municipalities of Saint Maurice and Tschlin;
- Improvement of trade and handicrafts - Municipality of Grainau, Valcamonica, Valvestino and Dazio;
- Analysis of an important event, the 2006 Winter Olympics, as an opportunity for development - Municipalities of Prigelato and Prali.

Just a quick reading of the main achieved results in each WP5 case studies.

In **Saint Maurice** are currently writing the action plan in collaboration with the local Steering Committee as result of questionnaires, interviews, workshops that have been just carried out.

The approach of this case study has been a bottom-up one, including the views and propositions of the local inhabitants.

In **Tschlin** the renovation and enlargement of the empty buildings in order to change the use to a touristic option is going to start with founding of a new society.

The major element of innovation is related to the possibility of integration of the whole small town in an *hotel conception*.

In **Grainau** the case study has been carried out achieving the following results:

- A detailed list of weak points and points of problem of the local economic development;
- Development of overall strategy concerning economic aspects in coherence to local spatial development and urban use planning;
- Development of clear strategy for economical stabilization of inner city, ensuring the long-term supply of the population;

- Development of action guidelines for the Municipality concerning the re-use of buildings of the local administration for various events and activities.

The most important elements of innovation in this case study were:

- The combination of bottom up and top down method;
- The utilization and combination of expert know-how;
- Intersectoral adjustment, integration and combination of results for development of suitable common strategies and particular strategies for each sector.

In **Pragelato and Prali** the local authorities have been involved in the process through the organization of two focus groups, one for each valley.

The methodological approach has been a little bit different in the two case studies:

In Pragelato has been adopted a traditional approach with interviews and surveys, while in Prali it was a partecipative one with a specific target to a role active of the young people.

The two case studies have tried to build a common strategy for the future, but to the attitude of Pragelato to build a legacy of the Olympic Games, correspond the difficult, in Prali, to manage this phase of trasformation.

In **Valcamonica and Valvestino** the achieved results were, as well as the other case studies, the great involvement of local actors in the process with the clear identification of real local emergencies and expectations.

The major element of innovation is the concept of a new model of cooperation among retailers and great distribution with the aim of creating a spirit of solidarity with reciprocal benefits: for the great distribution increasing sales volume and purchasing local typical products with a high guaranteed quality; for the retailers achieving economies of scale playing a new role in the selection and furniture of local typical products.

Last but not least in **Dazio** has been achieved the consolidation of the supporting action to the mountain district economy, also creating commercial circuits related to tourism in order to support local production.

WP5 Lesson Learned

Case studies are carried out by different public administrations and institutions: Regions – Piedmont and Lombardy; University - Sierre, and Municipality –Grainau, Tschlin.

The case studies methodology has some similarity but the same methodology had different targets according to the Administration (or Institute for University) role and point of view.

The most part of case studies were carried out with a bottom up approach including traditional approach (interviews and surveys) and participate approach (focus groups):

- territorial analysis
- best practices analyses
- interviews with the key actors (of endogenous development)
- survey on population and administrators
- focus groups

Traditional approach gave everywhere the same good results.

Different is the evaluation of participate approach, the main utilized method in AlpCity Economic Development.

Partecipation approach gave good results in case studies carried out in Grainau, St. Maurice, Tchlin. For Grainau there are some topics condition for a good result:

- the composition of the project group (the number of participants and their role are crucial)
- self-image / Self-cofidence and local communication must be improved
- every project needs specialized expert analysis and expert knowledge
- a strong guidance by the municipality (open dialog and discussions between the municipality and the stakeholders)
- work on economic location development in coordination with the further special plannings; the exploitation of the particular experiences and additional financial resources; the integration of further public institutions engaged in local development/planning

Piedmont Region made an important consideration for Prigelato and Prali case studies: participation approach works fine where there are two condition:

-a local authorities available and collaborative

-a specific situation of crisis (tourism fall or involment of young generation)

in other context where there are resources, many trasformations, and a positive economic growth the instrument of the partecipation was viewed as lost of time.

In Lombardy Region the participation approach gave good results in Brescia Province in focusing needs and development opportunities for local sites.

AlpCity case studies gave suggestions and ideas for the 2006-2008 trade development plan of Lombardy Region.

One of the targets for Valcamonica and Valvestino case studies was the experimentation of multi services shops, so in the same time of the case study technical work, Lombardy Region gave financial support for multi shops experiments in mountain area with the 1.11 Call of Objective 2 named “Support to trade services requalification and development of closeness services”.

The target are four small shops and restaurants improving their activity (renewing their selling spaces and adding some more selling activities at the traditional).

Two of them are similar to multi service shop model: they sell food, they have an internet point, a fax and photocopy service.

We carried out targets when we gave financial support for experiments and planned activities, but

we did not carry out the sign of the agreement for a cooperative model between large retail trade and small shops because the locals did not joint the best practice of cooperation among different shop size.

Municipalities in Lombardy mountain provinces are looking for integrated development projects for the exploitation of touristic and agricultural resources.

In Sondrio Province case studies most important lesson learned is the importance of networks between local bodies. This suggestion concerns the work methodology but also the economic development strategy.

Questions and future of the case studies

A brief contribute about questions and future of the case studies:

- 1) Is possible realize common guidelines for economic development about participation approach? For ex. some case involved private operators and/or local population and/or public institutions with different methodologies, etc. What kind of involving and participation is better?
- 2) A question from Regione Piemonte: the role of great event in general to promote tourism and local development in the Alps. For ex. for Turin the recent event of Olympic Games is important for economic development but for the little cities of mountain is the same thing?
- 3) Another question from Piemonte: the role of participation in the local communities also in different kinds of projects more focused in material transformations (restructuring alpine village, school, etcetera). With possibile implications with sustainability...
- 4) From Grainau: how conciliate the two approaches top down and bottom up?
- 5) Is possibile realize regionals workshops for comparing different case studies about experiences, methodologies, etc?