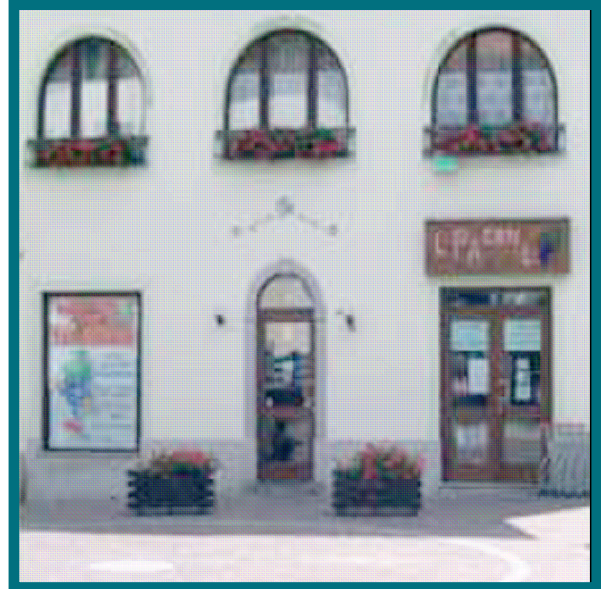




**Experimentation of
innovation actions for trade
and handicraft integration**



**AlpCity Partner
Work Package
WP Coordinator
Subjects involved
and their role**

Lombardy Region (Italy)
Economic development (WP5)
Lombardy Region (Italy)

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	<ul style="list-style-type: none">▪ Municipality of Dazio coordinated by the Province of Sondrio
Spatial area involved	Province of Sondrio (177.500 inhabitants): Municipality of Dazio (347 inhabitants) and some boundary small towns.
Project budget	€ 50.200,00
Project purpose	The project objective consisted in the definition of a model for the revitalisation of typical products in the involved areas. In particular it aimed at improving the economic development in mountain areas, at enhancing integration among commercial and tourism activities and setting up a strong cooperation among the entrepreneurs belonging to different production sectors (agriculture, handicraft, tourism, etc). The project is part of a programme developed by the Mountain District and it has to be seen as a complementary work inserted in a regional strategy.
Project methodology	Involvement of all the local actors, who are concerned with the Mountain District economy. Analysis of the existing situation. Development of a “new model” to revitalize the typical goods trade in those towns nearby the most important touring routes. Definition of a model for future actions. Training activities for economic operators.
Project activities	Investigation involving the stakeholders belonging to different production sectors for promoting a common “selling point”, in order to enlarge the market and improve the sale of local products. Identification of place and stakeholders (like craftsmen and merchants already active in the market) on the basis of the indications emerged from the previously mentioned study. Workshops with the participation of stakeholders. Set up of a selling point. Promotion and dissemination of the project activities. Training for economic operators (craftsmen, small and medium enterprises, social enterprises and institutions). Experimentation of opening /reactivating “selling places” with the aim at monitoring every single stage through a direct support, in order to allow development of models based on good practices. Analysis of the results and definition of the model for future actions targeting good practices.
Achieved results	Consolidation of the supporting action to the Mountain District economy. Creation of commercial circuits related to tourism in order to support local productions. Opening of the selling point. Workshops. Promotion initiatives and training actions.
Discrepancies between planned results and results achieved	No evident discrepancies have been detected from the planned activities.
Instruments proposed, revised and finalised	A convention with the Municipality of Dazio.
Impact on the local environment.	The most important contributions targeted: - economic development of mountain areas, mountain districts and boundary small



actors and stakeholders	<p>towns;</p> <p>- integration between trade and tourist activities.</p> <p>Small entrepreneur (agricultural entrepreneurs, craftsmen, merchants, tourist operators) mostly benefited from this promotion initiatives.</p>
Critical aspects	<p>The areas of reference for experimentation are territories characterized by a relevant social dispersion, which constitutes an important obstacle to integration not only from an economic point of view.</p>
Lessons learned	<p>The importance of a network among local bodies.</p>
Transferability	<p>This case study is only one example of several projects promoted by the Mountain District. Within all these projects it is possible to find links and resources for the development of a continuous and repeatable process.</p>
Case study Follow-up	<p>The project offers an important contribution to the local development regarding the mountain economy and facing the products “distribution” problem.</p>
Common issues with other projects	<p>For the current Equal IT-G-LOM-014 Project the creation of a network for research and assistance inside the alpine space has been planned. This network could find important links with AlpCity.</p>
SSC Experts’ comments and recommendations	<p>The project objective consisted in defining a model for the revitalisation of the typical products in the involved area. The idea is quite good and especially the concept of “selling places”, which can reveal to be a best practice exportable to other contexts. Since the project is part of a programme developed by the Mountain District, it can be considered as a complementary work inserted in a regional strategy. The training offered to interested stakeholders represents an implementation of the project concept. The experiment can be exported (from the methodological point of view) to other partners, who need to revitalise mountain economy. It can provide a set of best practices being an innovative project and aiming at the improvement of local population’s capacity building through an appropriate training.</p>