



**Local development  
and the  
Olympic Winter Games'  
legacy**



<b>AlpCity Partner</b>	Piedmont Region (Italy)
<b>Work Package</b>	Economic development (WP5)
<b>WP Coordinator</b>	Lombardy Region (Italy)
<b>Subjects involved and their role</b>	Consorzio Pracatinat Mr Boris Zobel E-mail: <a href="mailto:bzobel@tracatinat.it">bzobel@tracatinat.it</a>  Dipartimento Interateneo del Territorio Università e Politecnico di Torino Prof. Egidio Dansero <a href="mailto:Egidio.dansero@unito.it">Egidio.dansero@unito.it</a>
<b>Spatial area involved</b>	Municipality of Pragelato and Prali Mountain Community of Val Chisone and Germanasca (main stakeholders) Alta Val Chisone (Upper Chisone Valley) (with 2.268 inhabitants in 2001): municipality of Pragelato. Val Germanasca (with 2.315 inhabitants in 2001): municipality of Prali.
<b>Project budget</b>	€ 40.000,00
<b>Project purpose</b>	The project is based on two case studies developed in Pragelato and Prali (Upper Chisone Valley and Germanasca Valley) with the purpose to analyse initiatives and proposals of local economic development with special reference to the winter Olympic event, which took place in Piedmont Region in 2006. The final aim is at overcoming the structural difficulties/constraints, particularly strong in Prali, and at identifying feasible strategies to decrease economic decline.
<b>Project methodology</b>	Two different strategies have been adopted for improving the local population's involvement in the two different places. In Prali a round table was planned involving young people and focused on their own views of the future and their role in the local community. In Pragelato a first round of bilateral interviews was organized with local entrepreneurs, professionals, workers operating in the winter tourism sector. Furthermore a deep analysis on the social-economic dynamics was carried out in order to identify possible proposals.
<b>Project activities</b>	<ul style="list-style-type: none"><li>- A first draft of the territorial analysis performed by implementing the main socio-economic indicators.</li><li>- Some interviews with the project key actors (the Mayors of Prali and Pragelato,</li></ul>



the representatives of the Mountain Community, the managers of Toroc [Turin Organising Committee XX Olympic Winter Games]).

- A first round of focus groups in Prali and Pragelato.

In the Municipality of Prali:

- Some interviews with specific actors (industries, young people, real estate agencies, eco-museum).
- A survey among the young resident people about Prali and their future perspectives.
- A planning of the second round of focus group with the municipal authorities.
- A second round of focus group involving tourists and young people of Prali communities.
- Building of a participative scenario in Prali.
- Voluntary agreements among young people, the mountain community, the municipal authorities, Pracatinat Consortium, University of Turin and the eco-museum in order to keep this participative approach during every future projects design for Prali.

In the Municipality of Pragelato:

- Some interviews with specific actors (economic actors, hotels, tourist operators, municipal authorities).
- A telephone survey among the resident population (60) with the aim at being acquainted with the opinions about the transformations due to the Olympic Games and at verifying a joint analysis of the “Funivia Vai e Vieni”.
- A face-to-face survey among tourists about their judgement of the tourist package supplied.
- An interview of the members of the so called “G8” network, composed by the municipalities of Pragelato, Sestriere, Usseaux, Fenestrelle and Roure and the three parks of the area (Val Troncea, Orsiera Rocciavre, Salbentrand) in order to assess the reason of this project failure in promoting all the high valley as a whole.

#### **Achieved results**

Involvement of local authorities.

Organization of two focus groups with the local authorities: one for each valley (Val Chisone and Val Germanasca).

The activities planned in the two cases were the same but the community of Pragelato had no time to spend in a participation procedure.

The methodological approach was different: a traditional approach in Pragelato with many interviews and surveys to found the trends of the community; a participative one in Prali with a specific target towards an active role of the youth.

#### **Discrepancies between planned results and results achieved**

No evident discrepancies have been detected from the planned activities.

#### **Instruments proposed/revised/finalised**

- Interviews
- Telephone and face-to-face surveys
- Focus groups
- Maps of the actors
- SWOT analysis and territorial data
- Search of best practices
- A voluntary agreement

#### **Impact on the local environment,**

Good participation and impact on the municipality of Prali have been recorded, even if in the very beginning of the project the youth was not involved in the public debate on



<b>actors and stakeholders</b>	<p>the future of the Prali.</p> <p>The tourist owners of houses expressed interesting ideas about specific needs and from a different point of view about the resources of Prali. The debate about tourism and development gave an opportunity to think about an alternative development path.</p> <p>At the end of the project an active role of the young people in the community has been underlined.</p> <p>The impact on Prigelato has been less intense. The only actor really involved in the project was the mayor, thanks to his specific role. The other actors were widely interviewed but they did not express any particular participation.</p> <p>The local mountain community and the eco-museum called “Scoprimerina” supported the project and followed every single step.</p>
<b>Critical aspects</b>	<p>The involvement and participation of the private sector and young people in building strategies of development is a peculiar aspect of this project. At the end the involvement of young people was emphasized by the focus groups.</p> <p>The role of Prigelato in the high valley and the alliance with other municipalities (Usseaux, Fenestrelle, Sestriere) aimed at building a new tourist package. Some interviews to the mayors and to the parks representatives were carried out in order to find a solution. The survey among the local population and the tourists was used to provide the local authorities with a different perception.</p>
<b>Lessons learned</b>	<p>The participative approach works well if two conditions are satisfied:</p> <ul style="list-style-type: none"><li>- available and collaborative local authorities and</li><li>- a specific situation of crisis (tourism decline or involvement of the youth).</li></ul> <p>In other contexts characterized by plenty of resources, many transformations, and a positive economic growth, the participation tool can be considered as a lost of time.</p>
<b>Transferability</b>	<p>The involvement of young people could be transferred in other areas where communities have problems to change their local development strategies.</p> <p>Also the participation of the non-resident owner of houses is important to get another point of view as regards the resources allocation in the territory.</p> <p>In the case of important infrastructure as the jumping in Prigelato, a joint analysis was implemented for a monetary esteem of the territorial impact. This kind of analysis has already been repeated for other purposes and another project (a PhD thesis) for the case of Cesana (Bobsleigh).</p>
<b>Case study Follow-up</b>	<p>A further development of the case of Prali could represent a technical and methodological support to the works of voluntary agreement among young people and other institutions.</p> <p>Other formative resources as seminars and summer schools could be useful to improve the youth’s skills in drawing and building projects for the community development.</p> <p>A lack of modern view about tourism is evident; an innovative vision about the exploitation of the environmental and cultural resources will be promoted to support a sustainable tourism.</p>
<b>Common issues with other projects</b>	<p>Interesting synergies have been traced with:</p> <ul style="list-style-type: none"><li>• OMERO Project financed by Torino Incontra “Turin 2006 Winter Olympic Games: from successful events to a lasting and sustainable legacy”</li><li>• The international symposium “Olympic Winter Games Symposium” organised by OMERO, University of Turin, Olympia Research Team and University of Mainz and held in Turin on February 9<sup>th</sup> 2006</li><li>• The seminary “The Olympic Games and the immaterial legacy. Governance, communications, tourism”, organised by SPOT and OMERO in Turin on May 6<sup>th</sup> 2006</li><li>• The project of the Pracatinat Consortium entitled “Project for the promotion of sustainability in the area surrounding Pinerolo” financed by the Province of</li></ul>



**SSC Experts'  
comments and  
recommandations**

Turin

The project aimed at investigating the reasons of marginalization of the small alpine municipalities through an objective analysis on the local social and economic patterns and the recognition of the existing projects. The project is well structured and the methodology adopted is a classic one (analysis, scenarios, state of the art). The networking approach with the involvement of the stakeholders is interesting. The confrontation at the trans-national level and the best practices exchange about the potential development of the networks represent important aspects of this project as well as the cross-analysis of the three network levels active in the territories and the relationships binding these networks.