

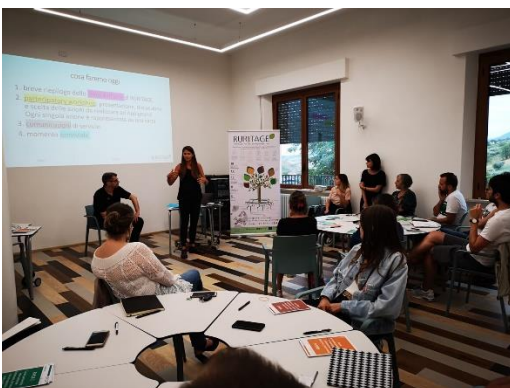
Annex I: Participatory workshop event report – Hub Coordinator

Venue	RURAL HERITAGE HUB – Appignano del Tronto
Date	15.07.2019
duration	3h30m
Type and number of stakeholders involved	cultural associations: 4 farms/companies: 8 local hero: 1 municipality: 1 pro-loco: 1 public-body: 1
Total number of participants	16
Number of female participants	12
Number of male participants	4
Number of disabled people	0
Number of migrants	0

Agenda of the event

- 17h30m 1st Introduction: Ruritage State of the art: Claudia De Luca (UniBO)
- 17h45m 2nd Introduction: Ruritage State of the art at Appignano del Tronto + Participatory Workshop rules: Gianluca Vagnarelli PM (CoApp)
- 18h15m Partecipatory Workshop
- 18h45m Final discussion
- 20h Buffet
- 21h End of Partecipatory Workshop

Photos of the event





Event assessment

Very successful

Fairly successful

Not too successful

Not successful at all

Please briefly describe the event including:

Key results achieved and specific comments made by members of the Hub. Please list here the selected actions, explaining why those actions have been selected and why others have been taken out. This should be based on the wrap up session of the card games.

List of selected actions:

1. Definition of marketing and communication strategies for the products
2. Creation of a set of tourist packs composed by food, art and naturalistic related activities
3. Enhance the narrative of the place and promote the discovering of the territory through history
4. Improve services: eco-mobility, wi-fi connection, tourism services, signals maps, radio...
5. Develop resources and expand tourism
6. Promote the tourist offer of both municipalities through the design of a tourist route that specifies restaurants, hotels and shops
7. Promote the creation of new companies
8. Promote a participative process in order to create a cohesive resilient community
9. Identify incentives for increasing private investments in Ruritage actions at Appignano del Tronto.

Why those actions have been selected and why others have been taken out:

The selected actions mainly focuses on tourism and communication strategies/marketing because:

- 1) the majority of the stakeholders involved in the Participatory workshop were farms and local companies and that kind of actions matches better their needs.
- 2) the action "Identify incentives for increasing private investments in Ruritage actions at Appignano del Tronto" has been selected by the Municipality/Ruritage Staff Project.
- 3) others actions have not been selected because stakeholders: a) well knew that a lot of actions for improving resilience (the Appignano del Tronto SIA) were already planned as RURITAGE project actions; b) knew that other actions already planned by municipalities will impact on the same Ruritage SIA; c) because they were not interested in implementing other kind of actions.

Please briefly describe **main success and difficulties** related to this specific event, if any. Please provide suggestions for similar or future events (including improvements you would like to apply in the next events you will organize).

Main succes:

- the good level of participation by local stakeholder;
- the good level of stakeholder involvement and interaction during the workshop;
- the good level of involvement and understanding of RURITAGE project by local stakeholders;
- the participation of GAL, a public body (agency for local development) that could become a future investor in RURITAGE project.

Main difficulties

- first time management of the participatory workshop format as a way to involve local stakeholders