



## **Activity 2.1**

Partner consultation rounds with  
Stakeholders - Union of Municipalities Lands and Rivers

**D 2.2.1**





## Summary

**Partner consultation rounds with stakeholders**..... 2

**List of Participants**..... 2

**Agenda** ..... 3

**Key topics presented, discussion and conclusion**..... 3

### Partner consultation rounds with stakeholders

Date and Place:	2024.06.25	Lands and Rivers Union - Municipality of Copparo Via Mazzini 47
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### List of Participants

<u>NAME AND SURNAME</u>	<u>ORGANIZATION</u>
Daniela Occhiali	B&B Il Giardino Segreto
Giulia Bratti	Visit Romagna
Rita Felloni	MRH Group – Estense Incoming
Arianna Silvestri	Legacoop Estense
Caterina Ferri	Secis At per area interna
Silvia Pulvirenti	Confcoop Ferrara
Silvia Trevisani	Unione Terre e Fiumi
Federica Ghinelli	Destination Appennino Bike Tour
Luca Bianchi	Visit Ferrara
Denisa Pepa	Riva del Gallo B&B
Elisa Bolognesi	Immobiliare La Piazza Copparo
Antonio D’Antonio	Confcommercio Ascom Ferrara
Dario Guidi	CNA Ferrara



### Agenda

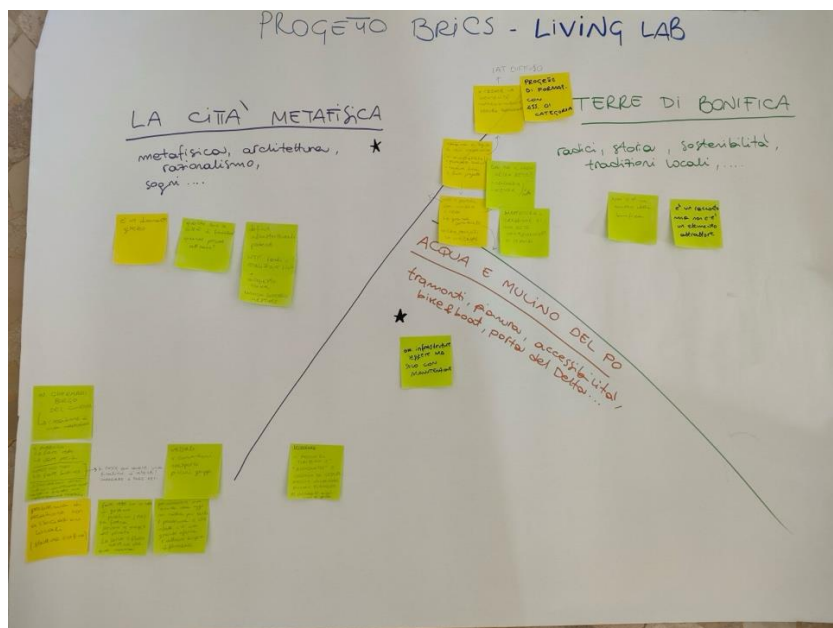
<b>16.00 – 16.15</b>	Registration of participants
<b>16.15 – 17.30</b>	Table-based activity to identify the main tourist products of the area
<b>17.30 – 18.00</b>	Discussion and Debate about the landmarks of the inner area through facilitation and participation activity around a table

### Key topics presented, discussion and conclusion

The involvement of key stakeholders of tourism and non-tourism sector (SMEs, hosting facilities managers, restaurateurs, cultural or tourism associations, citizens etc.) is essential to implement the territorial requests and complete the desk analyses. The objective is to find the main identifying tourist products of the area and to think about the best strategies for their promotion, indicating which actors to involve achieving the objectives and guaranteeing the tourism governance.

	<b>Elements of reflection</b>
<b>Starting tourist products</b>	<ol style="list-style-type: none"> <li>1. Metaphysical City</li> <li>2. Water</li> <li>3. Reclamation Lands</li> </ol>
<b>Key words</b>	Metaphysics, Architecture, Rationalism, Dreams, Sunset, Plain, Accessibility, FE20 Cycle Route, Delta's Door, Middle's Lands, Roots, History, Local traditions, Sustainability, Network, Return
<b>Landmarks of the area</b>	Tresigallo, Ferrara, Forli-Cesena, Castrocaro, Predappio, Po River, The Mill on the Po, moorings, channels, soil, water-scooping machines
<b>Work phases</b>	<ol style="list-style-type: none"> <li>1. The participants used post it notes to combine these elements and to underline the best product.</li> <li>2. The group worked to highlight the best strategies and to propose models of tourism governance.</li> </ol>





<p><b>Main products and connections</b></p>	<p>The comparison between the participants led to identification of the following tourist products as priorities in terms of potential and feasibility:</p> <ol style="list-style-type: none"> <li>1. Metaphysical City</li> <li>2. Water and The Mill on the Po</li> </ol> <p>About the identity element of the reclamation, however, the stakeholders believe that it is a useful element for the narration of the territory, but difficult to translate into a product because there are no physical attractors in this sense.</p> <p>The discussion is animated, and two fundamental concepts emerge from it:</p> <ol style="list-style-type: none"> <li>1. The need to network between entrepreneurs, public institutions and between public and private sectors.</li> <li>2. The possible development of Tresigallo, a real "rough diamond", with a view to regeneration through artistic and cultural projects (e.g. the regeneration of the small village of Gherardi, in the Municipality of Jolanda di Savoia, transformed into a real cinema village).</li> </ol> <p>Networking, creating connections – expensive in terms of money,</p>
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time and energy – is also essential for the development of ferry + bike intramodality and for the management of specific hubs that make the means available for increasingly sustainable mobility (the Union has intercepted funds to create them and purchase the e-bikes, but has not yet found entities willing to manage them).

To involve operator, it is therefore necessary to present them with flows, which must be attracted to the territory. To do this, the stakeholders involved in the working group consider the tourist package to be an antiquated tool and prefer to focus on the promotion of individual local treasures.

The involvement of private individuals is also fundamental in tourism governance and there are two possible governance mechanisms: the Widespread IAT and the Control Room.

