

European Committee for Interregional Technical Coordination (CECTI)

12th meeting

Thursday 19-04-2018

Milan,

Region of Lombardy, Piazza Città di Lombardia, 1

Present:

- Associazione Chablais/Canton Vaud: Christian **SCHÜLÉ**
- Region of Piedmont: Gaetano **DI BLASI** (via teleconference)
- Region of Lombardy: Giuseppe **COSTA**
- Region of Emilia Romagna: Monica **VALERI**
- Region of Liguria: Veronica **RAIOLA** (via teleconference)
- Region of Tuscany: Stefano **ROMAGNOLI**, Riccardo **VIGNI**, Lina **VOTTA**
- Region of Puglia: Angelo Fabio **ATTOLICO**
- Region of Basilicata: Emanuele **NICOLETTI**, Elena **IACOBELLO** (via teleconference)
- EAVF: Francesco **FERRARI**, Luca **BRUSCHI**, Sami **TAWFIK**, Stefano **LANDI**

Beginning of meeting 11:30am

Point 1: Introduction of the European Association of Via Francigena Ways.

Bruschi introduced the work describing the results achieved by the CECTI in the past two years of work and the objectives for 2018:

2016:

- Realisation of the *vademecum* of European standards for the Via Francigena route.
- Realisation of the Abacus of signs along the Via Francigena in Italy.

2017:

- Creation of the official Via Francigena guide edited by "Terre di Mezzo" _ Italian tract, Italian and English version.
- Realisation of the official application to the Via Francigena realised by the EAVF partner Itineraria Srl_ Swiss and Italian tract, in Italian, French and English.
- Elaboration of the new EAVF Visual Identity realised by architect Gianluca Sgalippa.

2018. For 2018 the main objectives include:

- Realisation of the Via Francigena official guide_ Canterbury-Great St Bernard Pass tract, in collaboration with the publishing company "Suisse Itinérance" (the guide is scheduled for release on 1st April 2019).
- Translation of the official guide_Italian tract into French.
- Identification of tools useful for the realisation of the European Observations along the Via Francigena

The importance of the first EAVF Assembly held in France, which will take place in Champlitte (Bourgogne-Franche-Comté) on 18th May, was underlined.

Tawfik stressed that the EAVF Autumn Assembly was organised in Ivrea (Piedmont). At the moment the possible dates are 9th-10th November 2018 or 16th-17th November 2018.

Bruschi informed the present of the Routes4you project. It is a joint project between the European Institute of Cultural Routes (IEIC) of Luxembourg/the Council of Europe and DG Regio of the European Commission (for the first time and for this he applauded Stefano Dominioni, IEIC Director) with a value of €1.1m for CoE Cultural Routes as tools for territorial development in the 4 European macro-regions crossed (Alpine, Adriatic-Ionian, Danubian, Baltic). The Steering Committee met in Brussels on 27th March. The EAVF were present as the Alpine Macro-region. The next meeting is scheduled in Venice on 6th June regarding the Adriatic-Ionian area.

Romagnoli focused on the theme of the EAVF poster design, underlining the need to integrate it with the MIBACT guidelines, with reference to the current project: 'Cammini d'Italia'.

Tawfik emphasised that the signage of the Francigena is based on 4 Weights (England, France, Switzerland and Italy) each with specific national regulations according to the Highway Code. In Italy the EAVF logo cannot be used, but the pictogram of the walkers already included in the Highway Code can. In any case, any changes suggested by the Ministry will be evaluated.

Point 2: 2017 planning results and activities taken place in the individual regions of the Francigena (focus on security, maintenance and signage).

REGION OF EMILIA-ROMAGNA

Valeri underlined the main actions carried out by the Region of Emilia-Romagna in 2017, in addition to the aforementioned joint actions carried out under CECTI: (see attached Power Point presentation)

- APT Emilia-Romagna, in collaboration with the Regional Councillor for Tourism, carried out a communication and promo-marketing project of local, regional, interregional and European routes that cross the Region (currently 14). This tourist proposal, with a coordinated image and specific commercial proposals based on the individual routes, was presented at the main trade fairs: Borsa del Turismo religioso di Roma, TTG in Rimini, and BIT in Milan. APT, in agreement with the Department of Tourism, has developed the work transferred to MIBACT for the preparation of the Atlas of the route and still follows developments as well as participating in the table of resources for the Via Francigena (CIPE).

- The reconnaissance work of the regional routes has been transferred to the portal www.camminiemiliaromagna.it and flanked by a social communication campaign.
- Numerous family trips have been realised along the Routes and also along the Francigena.
- A special AEVF-APT Emilia Romagna convention was set up for the management of actions of common interest.
- A technical table on religious tourism was established with CEI to which the EAVF contributes.

Bruschi transmitted the need to identify a representative for the ordinary maintenance of the route and the management of the signage as soon as possible, on a regional level. To date, issues are still expected in the Piacenza and Parma areas.

Valeri informed that the APT, at the request of numerous Ways and Municipalities, provided - during the last technical table of regional coordination - a draft protocol model between the Municipalities that are crossed by a Way that wishes to be a support tool for the coordination of joint promotion activities, in line with regional promotion, as well as a working model for the implementation of shared actions among local institutions for the management of routine maintenance checks of routes, taking inspiration not only from the models of existing protocols in the region of Emilia Romagna but also from the model implemented by the region of Tuscany.

REGION OF LOMBARDY

Costa highlighted the main actions carried out by the region of Lombardy in 2017, in addition to the aforementioned joint actions carried out under CECTI: (see attached Power Point presentation)

- The theme of cultural routes has been codified by the region starting from the Regional Law of 7th October 2016 - n. 25/2016 "Regional policies in the cultural field. Regulatory reorganization".
- The **FESR 2014-2020 POR call cultural attractors** in particular was launched, with a specific line referred to "Routes and Cultural Paths". The goal is to network routes and their development through a chain of cultural and touristic ventures of innovative and integrated products and services.

5 million euros are available and the maximum grant payable is 500,000 euros for each project.

To date, 46 projects relating to the "Routes and Cultural Paths" cultural attraction have been attained and the preliminary phase is underway for selection.

- The region of Lombardy has stipulated a specific agreement with the EAVF for the realisation of activities of 2017:
 - Realisation of a preliminary study of feasibility for the UNESCO candidature of the Via Francigena (in collaboration with the other Italian regions involved);
 - Management and monitoring of signage and geo-referencing of the Lombard stretch. Animation of the route through the 'I Love Francigena' project. Implementation of the site www.lombardia.viefrancigene.org;

- Realisation of the official Via Francigena app (in collaboration with the other Italian regions involved);
- Design, construction and installation of information panels of the Via at Lombard rest-stops;
- Supporting the Lombard Municipalities for the realisation of the Via's *governance*;
- In 2018, the **thematic working groups** will be set on a regional level. One of the tables could be dedicated to routes and to the Francigena, involving all those who in various ways deal with the management of the route.

Tawfik and Bruschi, after hearing the results of the first projects presented, proposed the creation of an internal **work platform** at CECTI, in which to share normative acts, documentation and projects of common interest.

- **The regions present agreed and Tawfik worked to proceed in such a direction.**

REGION OF PUGLIA

Attolico emphasised the main actions carried out by the region of Puglia during 2017:

- In 2017 two projects of excellence were introduced, in collaboration with PugliaPromozione, the EAVF and local entities: Monti Dauni and South Cultural Routes.
 - The "**Monti Dauni Project: integrated enhancement of cultural, religious, landscape and enogastronomic excellences**", which took place from 24/07/2017 to 24/09/2017. The main actions carried out were: mapping of the route, identification of minimum walking and cycling standards in compliance with the EAVF *vademecum*, enhancement in order to obtain certification as CoE Cultural Route, support to municipalities and the region in the *governance* of the route, study of policies on the theme of paths in Puglia and comparison with sector policies of other countries.
 - The "**South cultural routes**" project, which took place from 25/10/2017 to 25/02/2018. The main actions carried out were: identification and description of the routes on which to develop the Master Plan, geo-referencing and cartography, light infrastructure, implementation of official signs, composition of the database of the municipalities involved.

Through the two aforementioned projects, 800km of georeferencing - from the Gargano to Santa Maria di Leuca - were completed. A study of feasibility was also created for the development of the VF in the concerned territories.

- As regards the *governance* of the route, the region of Puglia plans to divide the regional route into three areas: north, centre and south. This division will allow action through the union of municipalities. A control centre will be created which will compare results with a forum collecting territorial requests.
- In 2018, the region of Puglia plans to continue coordination work in collaboration with the other Southern Regions (Campania, Molise, Basilicata, and Lazio), in view of the certification of the southern section of the CoE cultural routes.
- The drafting of an "Atlas of the Paths" has also been planned, developed from the national MIBACT atlas, for the Apulian paths.

Ferrari welcomed the coordinated work carried out by the Southern Regions to achieve the objective of certification, which would represent an important step for the Francigena on a European level.

SWITZERLAND. CANTONE VAUD

Schülé highlighted the main actions carried out on the Swiss section in 2017:

He stressed that the Francigena crosses two cantons in Switzerland (Vaud and Valais) and is identified as a regional route, Route E70. It is also included in the Swiss Mobile national program.

- In Switzerland the national *governance* of the route requires work, since for the time being contacts have been made above all with cantons and municipalities.
- Communication in German must also be strengthened, in order to involve the other territories. He also notes that the term "Francigena" is not very effective in terms of communication, as it is not very clear for French or German speakers.
- Schülé highlighted how the official app of the Via Francigena can work synergistically with the app developed by Swiss Mobile.
- In the next few weeks, an information letter will be sent to all Swiss municipalities on the route, in agreement with the EAVF, in order to raise awareness for the project and request membership.
- The work carried out in the summer of 2017 through the visit of **Tawfik** to Aigle Région to solicit the exchange of good practices and dialogue between the EAVF and the territories.

REGION OF PIEDMONT

Di Blasi emphasised the main actions carried out by the region of Piedmont in 2017: in addition to the aforementioned joint actions carried out under CECTI:

The Via Francigena was being integrated into the region of Piedmont trail network. This important step would allow better management of the issues related to routine maintenance of the route.

- The critical mapping work carried out on a regional level on the occasion of the survey requested by MIBACT for CIPE funds.
- Di Blasi stressed the desire to create a regional Atlas of routes, developed from the national MIBACT atlas.
- Confirmation of the willingness of the region of Piedmont to host the EAVF Autumn General Assembly in Ivrea.

REGION OF BASILICATA

Nicoletti underlined the main actions carried out by the region of Basilicata during 2017:

- The main objective of the Region is the identification of the route, based on historical studies carried out over the years. Furthermore, a precise identification of the tangible and intangible cultural heritage on which the path will be grafted is necessary.
- Nicoletti stressed the desire to collaborate with the other regions of the southern tract for the common objective of certification as CoE Cultural Route.
- There was explicit interest in the aforementioned 'Routes4you' project, being in the region of Basilicata within the Adriatic-Ionian region.

REGION OF LIGURIA

Raiola highlighted the main actions carried out by the region of Liguria in 2017, in addition to the aforementioned joint actions carried out under CECTI:

Interest was expressed to connect the Francigena to the routes already codified by the region, in particular to the "Liguria Path". This link would allow a strategic role of connection with the "Camino de Santiago".

Bruschi suggested to further develop the Liguria/Via Francigena brand, and with regards to the connection with the Camino de Santiago. The website www.viefrancigene.org is available to highlight this path.

Landi underlined the regional strategic support which could be carried out by Francigena Service Srl, which included the following in its 2018 business plan:

- The creation of emotional videos and presentation of the route.
- Observations of the Francigena, to respond to the growing demand for precise numbers regarding the use of the Via Francigena.

Tawfik disclosed the specific points of the agenda, underlining that contacts are already under way to identify a subject suitable for the creation of videos and that the EAVF and Francigena Service Srl had also suggested proposals for the development of data collection and observations.

Point 3: Creation of a Homogeneous Touristic Product along the Francigena in Tuscany. Information (via the attached Power Point presentation)

Votta, Vigni and Romagnoli displayed the management system of the Francigena implemented by the region of Tuscany. The 380km regional Francigena, insistent on 39 municipalities, were divided into 4 territorial areas, identifying 4 leading municipalities: North (Pontremoli), Centre-North (Lucca), Centre-South (Fuецечchio), South (Siena). The goal is the creation of the first **Homogeneous Tourist Product**. All the municipalities signed an agreement and the leaders are formalising the operational protocols with *Toscana Promozione Turistica* (promotion) and *Fondazione Sistema Toscana* (web communication). The purpose of the agreement is to allow, through the containment of management costs and the planning of activities, the tourist hospitality and tourist information of a supra-municipal nature; ordinary periodic maintenance; the promotion and communication of the touristic product and the monitoring and analysis of tourist flows. An operative and coordinated group will be set up for unitary and integrated promotion of the product and a three-year plan will be drawn up, which will include participation in trade fairs and the creation of events and campaigns.

- **Route situation.** The excursion route has now been consolidated and the final route will soon be approved. The cycle route has also been identified and a review of the last critical points before final approval is underway; the region has recently made 315,000 euros available for signage and security. The work is expected to be completed by summer 2018. The bridal path is in a similar situation, but some issues have been identified in the Cisa-Lucca stretch where the route should take advantage of the Camino del Volto Santo.
- **Maintenance.** The hiking route has been classified in four categories: road sections, white roads, dirt roads and trails. For each of these, the necessary maintenance activities were identified, the cost per kilometre and the executing subjects identified. For ordinary

maintenance operations, for the 2018-20 three-year period, 360 thousand euros were made available.

- **Touristic Product Observations.** It is the tool that the touristic product will have available, with constant assessment of sustainability and competitiveness of hospitality and territorial organisation through the involvement of all the entities operating in the area. The Regional Institute for Tuscan Economic Planning (IRPET) will also periodically provide statistical surveys on: medium and short-term analysis of demand and supply; contribution to the growth in attendance made by main international and national markets; tourist average spending; data on added value and employment and benchmark analysis.
- **Accommodation.** The main objective is the creation of a network of hostels. Shortly, a targeted information campaign will start to raise awareness of the typology introduced by the new Regional Law on Tourism, namely hiking shelter, a regulatory tool that allows the creation of accommodation along recognised paths with specific and simple management rules. There are currently 15 hostels financed with the 2007-2013 Par-Fas Funds, with a total of 487 beds. A survey of religious structures that offer free hospitality for pilgrims has almost been completed. The minimum standards for private accommodation will be formalised shortly.

In conclusion of the intervention, the region of Tuscany underlines the importance, for each region crossed, of identifying the official path through a specific regional resolution in order to have an instrument that allows the preservation of the route and the planning of suitable infrastructural interventions.

Point 4: Accommodation coordination "Via Francigena Friendly"

The region of Valle d'Aosta (coordinator on the theme of accommodation), with the assistance of Dr **Laurette Proment**, sent questionnaires to the other regions to be submitted to the accommodation facilities interested in being part of the "Via Francigena Friendly" list. The deadline for the delivery of the questionnaires was the 27th April 2018.

Tawfik requested that the EAVF suggested the following to the regions:

- Facilities potentially interested in being included in the "Via Francigena Friendly" lists.
- Possible errors in the data present in the lists.
- A response from the regions regarding the questionnaire sent by Proment is pending, defining the next steps.

Point 5: The official Via Francigena guides: a) Canterbury-Great St Bernard Pass tract b) Italian tract (updates, e-book and FR version). Information.

Bruschi illustrated the project for the realisation of the official Via Francigena guide - Canterbury – Great St Bernard Pass tract. The release of the guide, edited by the Swiss publisher "Suisse-Itinérance", is scheduled for 1st April 2019. During the summer of 2018, the necessary inspections will be carried out and the collaboration of the FFRP (Fédération Française de la Randonnée Pédestre) will be requested for the French section. The route will also take Sigeric's historical route into account both in the French section (the Grand-Est and Bourgogne-Franche-Comté regions) and the Franco-Swiss border.

Tawfik informed of the realisation of the third updated edition of the official guide "*La Via Francigena. 1,000 km walk from the Great St Bernard to Rome*", published by *Terre di Mezzo*. To this end, the interested regions are requested to inform the EAVF and the publisher of any changes in the route and to confirm the information concerning the accommodation included in the guide. The collected data will also be used to create the second updated version in English and for the first edition of the French guide, scheduled for the summer of 2018. All new versions of the guide will also be available in e-book format.

Point 6: Observations of tourist/pilgrim flow along the Via Francigena. Proposal.

Tawfik emphasised the need to identify useful tools to record the steps of pilgrims/tourists along the Francigena. The data is fundamental in order to better understand the territorial impact of the routes on local development and also to encourage private entities to invest in the development of services along the route. At the moment the EAVF only works on data collected from the sale of Pilgrim Passports. During 2017, around 13,000 Pilgrim Passports were sold and a statistical survey was carried out on 1,500 credentials, identifying trends referring to: gender; age; travel motivation; starting point; destination.

A possible evolution of this system, hypothetical for 2018, could be the use of the official app. It is possible to trace, in an aggregate and anonymous form, the movement of its users along the way, thus allowing indications regarding the flow of movement along the legs of the route. The EAVF has already asked the developer of the app, *Itineraria Srl*, to prepare a cost estimate for this development.

Another potential development could be that of identifying a certain number of transit points and identifying a method of data collection and qualitative analysis of passing travellers.

Romagnoli underlined that many attempts were made to record the passages in the Tuscany region (foot high cameras, qualitative interviews, TIM hotspots), but an efficient qualitative and quantitative model has not yet been discovered. The solution could be to strengthen the network of "Francigena Friendly" structures and including them in the regional statistical survey. The system would need software update costs, but it would guarantee a secure data flow.

Furthermore, an analysis based on the following elements could be used:

- Qualitative analysis to be carried out on the network of hostels along the Francigena.
- Development of the functionalities of the official application of the Via Francigena.

Valeri emphasised the need to support a web analysis on the sentiment generated by the Francigena. APT Emilia Romagna has already tested some types of analysis on social media based on the use of hashtags. In this case, however, it is necessary to build a specific communication project that requires the use of certain hashtags to talk about the Francigena on a national or European level.

Bruschi underlined the importance of obtaining secure data with reference to the *testimonium*. Today the distribution of the certificate is managed by *Opera Romana Pellegrinaggi* in Piazza San Pietro, the offices of the Canonica di San Pietro and the hospitality service of *Ad Limina Petri* pilgrims at the centre of San Lorenzo. To date, however, there are problems in the management of the service and difficulties in finding data on the distribution of the *testimonium*. It is therefore important to strengthen relations with these subjects in order to request an improvement of the service, also involving the municipality of Rome to improve hospitality on arrival.

- **The EAVF is committed to establish contact with the ORP office of Rome**

Costa and Romagnoli believed that the strengthening of tools necessary for observation along the Francigena, on a national level, should involve the Ministry. In Italy MIBACT, within the CIPE funds, should find the resources necessary for the establishment of an integrated management system that takes into account the elements described above.

End of meeting 16:15

Minutes-taker: Sami TAWFIK