

**FRANCIGENA SERVICE S.R.L.**  
**Company Curriculum**  
**Updated December 2022**

The European Association of Via Francigena ways (EAVF for brevity), Réseau Porteur of the Via Francigena Route (VF) for the Council of Europe, has - since May 2017- equipped itself with an operational structure in the form of a "Limited Liability Company" (S.r.l.) dedicated to the entrepreneurial activity on the VF and the Via Francigena routes. Francigena Service S.r.l. (FS) makes use of the know-how and experience acquired by EAVF, founded in 2001. In addition to this, there is the consolidated planning capacity and cooperation with the network of enterprises and stakeholders with which EAVF has always collaborated for the promotion of the paths in Italy and Europe. The registered office is in Italy, in the municipality of Fidenza (PR). Within the scope and within the limits of the regulations, FS pursues its

social purpose by carrying out the following main activities:

- support for the creation and development of cultural/tourist itineraries;
- development of promotion and marketing activities for the Itineraries;
- improvement of the organisational capacity of local communities with a view to collaboration between public and private subjects;
- enhancement of local resources (natural environment, historical and artistic sites, typical products, cultural traditions, etc.);

By way of example, the Company acts in the following areas:

- brand management and strategic marketing related to the Ways;
- Route management, georeferencing, mapping, creation of guides, Apps, maintenance and signposting. Realisation of online and offline tools for territorial enhancement;
- European, national and regional planning;
- collaborations with public and private partners on European territory aimed at improving the experience of users of the Route;
- development of Communication Plans dedicated to public and private partners, supported by the organisation of thematic event trips;
- training for local authorities and communities, research institutes and economic operators;
- studies and research on the theme of paths and slow movement;
- organisation, management and participation in promotional events, national and international fairs and exhibitions.

**Main projects carried out and ongoing:**

- **PROJECT “MONTI DAUNI: VALORIZZAZIONE INTEGRATA DELLE ECCELLENZE DI CARATTERE CULTURALE, RELIGIOSO, PAESAGGISTICO ED ENOGASTRONOMICO” (“MONTI DAUNI: INTEGRATED VALORISATION OF CULTURAL, RELIGIOUS, LANDSCAPE AND FOOD AND WINE EXCELLENCES”)**

**Assigned by the Regional Tourism Agency (ARET) Pugliapromozione;**  
**period: July-October 2017.**

**Main actions:**

- Mapping of the VF route: from Celle San Vito to Bari; from Zapponeta to Bari; from Bari to Brindisi;
  - identification of the minimum standards to be guaranteed along the VF route on foot and by bicycle from the Monti Dauni to Brindisi in compliance with the "Vademecum of European Standards of the Via Francigena Route";
  - actions for the valorisation of the VF route and of the territories involved, also for the purpose of obtaining and maintaining the certification as "Cultural Route of the Council of Europe";
  - support the Municipalities and the Region in the structuring of the governance of the identified Itineraries.
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- **INTERREGIONAL PROJECT OF EXCELLENCE “SOUTH CULTURAL ROUTES”. IMPLEMENTATION OF ACTION LINES 1, 2, 3.**

**Assigned by the Regional Tourism Agency (ARET) Pugliapromozione;**  
**period October 2017 - February 2018.**

**Main actions:**

- Mapping of the VF route: from Brindisi to Santa Maria di Leuca, Georeferencing and Cartography;
  - actions for the enhancement of the VF route and of the territories involved also for the purpose of obtaining and maintaining the certification of " Cultural Route of the Council of Europe";
  - implementation of the network of Municipalities in the Salento stretch;
  - light infrastructure;
  - benchmark analysis with reference to European routes
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- **“I LOVE FRANCIGENA IN EMILIA-ROMAGNA: GIORNATE DI VALORIZZAZIONE E PROMOZIONE DELLE TAPPE EMILIANO-ROMAGNOLE DELLA VIA FRANCIGENA” (“I LOVE FRANCIGENA IN EMILIA-ROMAGNA: DAYS OF VALORISATION AND PROMOTION OF THE EMILIANO-**

**ROMAGNOLA STAGES OF THE VIA FRANCIGENA")**

**Assigned by APT Servizi Emilia-Romagna S.r.l;**  
**period June-September 2018.**

Main actions:

- Organizzazione di giornate-evento dedicate alla valorizzazione, promozione e monitoraggio delle tappe in Emilia-Romagna della VF. Azioni di comunicazione istituzionale tramite i canali web e social.
  
- **PROJECT "MAPPATURA DELLA VIA FRANCIGENA NEL SUD IN REGIONE BASILICATA" ("MAPPING THE VIA FRANCIGENA IN THE SOUTH IN THE BASILICATA REGION").**

**Assigned by the Basilicata Region,**  
**period December 2018 - July 2019.**

Main actions:

- Study, historical-scientific research and revision of existing studies to identify the route;
- punctual mapping of the VF route;
- control and GPS tracking of the routes shared with the Basilicata Region;
- identification of the minimum standards to be guaranteed along the VF walking and cycling route in Basilicata in compliance with the "Vademecum of European Standards of the Via Francigena Route";
- start-up of a virtuous circle of animation and territorial awareness, with the involvement of administrations, associations, individual enthusiasts who take care of the route.
  
- **"CERTIFICAZIONE DEL TRATTO DELLA REGIONE CAMPANIA DELLA VIA FRANCIGENA DEL SUD" ("CERTIFICATION OF THE CAMPANIA REGION SECTION OF THE VIA FRANCIGENA IN THE SOUTH").**

**Assigned by the Provincial Tourist Board (EPT) of Salerno;**  
**period March-May 2019.**

Main actions:

- Point mapping of the VF route in Campania;
- surveys and GPS tracking of routes shared with the Campania Region;
- georeferencing and mapping;
- identification of the minimum standards to be guaranteed along the VF walking and cycling route in Campania in compliance with the "Vademecum of European Standards of the Via Francigena Route";

- definition and field verification of the footpath, spot check of the safety conditions, with possible proposals for improvement, through the study and historical-scientific research for the identification of the route. definition and field check of the footpath, spot check of the safety conditions, with possible proposals for improvement, through the study and historical-scientific research for the identification of the route;
  - detailed technical report with the identification of the minimum standards to be guaranteed along the VF walking and cycling itinerary in Campania in compliance with the "Vademecum of European Standards of the Via Francigena Route".
- **TRAINING COURSE "LA TUA FRANCIGENA – LEARNING BY DOING" ("YOUR FRANCIGENA - LEARNING BY DOING").**

**Assigned by the Municipality of Siena;**

**period: May-June 2019.**

Main actions: Organisation of training seminars for territorial stakeholders (public and private) on VF in the territory of the Province of Siena.

- **"I LOVE CAMMINI EMILIA-ROMAGNA" ("I LOVE HIKING EMILIA-ROMAGNA").**

**Assigned by APT Servizi Emilia-Romagna S.r.l.;**

**period: May-November 2019.**

Main actions: Organisation of 12 walks on the Ways and Pilgrimage Routes of Emilia-Romagna, called "I Love Cammini Emilia-Romagna".

- **TRAINING COURSE "Progettare un itinerario culturale: strategie, marketing e comunicazione per lo sviluppo dei cammini" ("Designing a cultural route: strategies, marketing and communication for the development of routes").**

**Assigned by Demetra Formazione S.r.l.**

**Period: 2019-2020-2021 and 2022.**

Main actions:

- Teaching and management of online training courses. The courses develop skills for the planning and organisation of integrated tourist routes aimed at enhancing the value of the Routes.

Module 1 (12 hours): Cultural itineraries and walking routes. Analysis of tourist supply and demand

Module 2 (12 hours): Strategic tourism marketing of the routes. Good practices and communication

Module 3 (12 hours): The itineraries project cycle: creative and participative processes

- **DESIGN AND PRODUCTION OF OFFICIAL MAPS AND POSTERS IN REFERENCE TO THE VIA FRANCIGENA TERRITORY IN EUROPE.**

Main actions:

- realisation of tourist maps and posters for the European project "Routes4U" (joint programme of the Council of Europe), for the project "Sosta&Gusta" (in collaboration with the Parmigiano-Reggiano Cheese Consortium), for the collaboration with the Consortium of Prosciutto Toscano and on direct assignment of the entities involved. The signs are present in: Champlitte (FR), Romainmôtier-Envy (CH), Pont-Saint-Martin (IT), Fidenza (IT), Medesano (IT), Fornovo di Taro (IT), Berceto (IT), Terenzo (IT), Noceto (IT) and Sarzana (IT). The maps were produced for: three Tuscan Aggregations (North, Centre-North and South), Province of Lodi, Province of Pavia, Municipalities in the Province of Parma, Alpine Macro Region (Bourgogne-Franche-Comté -FR-, Vaud -CH-, Valais -CH-, Valle d'Aosta -IT-, Piedmont -IT-, Lombardy -IT-, Liguria -IT-). Maps produced only in digital format for Calendasco, Piacenza, Pontenure, Cadeo, Fiorenzuola d'Arda, Alseno (Province of Piacenza).
- **CONSULTING FOR THE PREPARATION OF THE STRATEGIC PLAN FOR THE SANTA BARBARA\_CMSB MINING PATH (South-Sardinia).**

**Assigned by CMSB Foundation. Incorporation of RTI between Francigena Service S.r.l. and SL&A S.r.l.;**  
**Period: 2020-21.**

Main actions:

- Construction of the Strategic Plan for the CMSB;
- definition of the Brand Identity;
- support for structuring the governance system in relation to the regional and national system of the Ways;
- training for private operators, public bodies and other territorial stakeholders.

The assignment was renewed during 2021 with the aim of facilitating relations with the Council of Europe's Cultural Routes system.

- **AGREEMENT WITH THE REGIONS OF LAZIO, CAMPANIA, BASILICATA, PUGLIA FOR THE PRODUCTION OF THE FIRST OFFICIAL GUIDE TO THE SOUTHERN VIA FRANCIGENA AND THE UPDATING OF THE OFFICIAL VIA FRANCIGENA APPLICATION WITH INFORMATION ON THE SOUTHERN ROUTE (FROM ROME TO SANTA MARIA DI LEUCA).**

**Assigned by the regions engaged;**

**Period: 2021-2022.**

Main actions:

- Production of the guidebook in Italian and English in cooperation with the publisher Terre di Mezzo;
  - Updating of the official VF application with the stages for the southern section;
  - Inspections preparatory to the production of the guidebook.
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- **SPECIALIST SUPPORT SERVICE IN THE VALORISATION ACTIVITIES OF THE PUGLIAN WAYS IN THE FRAMEWORK OF THE STRATEGIC PROJECTS CoHeN and TheRout\_Net, FINANCED BY THE EUROPEAN COOPERATION PROGRAMME INTERREG V/A Greece-Italy 2014-2020.**

**Assignment given by the Apulia Region Tourism Department;**

**Period: 2021 and 2022.**

Main actions:

- Organisation of 18 workshops and territorial events for municipalities, individuals and the third sector.
- Organisation of no. 2 international conferences and events.
- Drafting and sharing of the memorandum of understanding between the institutions involved in the project.
- Preparation of hostel guidelines for the definition of an integrated and coherent hostel model.
- Benchmarking analysis of experiences in the valorisation of paths with the identification of three international case studies.
- Scientific coordination for the construction of a network of national and international relations and relationships in order to include the points of interest of TheRout\_Net project in existing networks and paths.
- Preparation of a preliminary analysis of existing municipal regulations for their harmonisation in the Apulian network.

- **AWARD OF THE PROFESSIONAL SUPPORT SERVICE FOR THE TESTING (WP4), TRANSFER (WP5) AND CAPITALISATION (WP6) PHASES OF THE PROJECT "BESTMED" INTERREG MED PROGRAMME 2014-2020.**

**Assigned by the Lazio Region. Incorporation of RTI between Francigena Service S.r.l. and SL&A S.r.l;  
Period: 2021,2022.**

Main actions:

- Realisation of workshops and living labs with stakeholders active in the management of the southern VF route in the Lazio region;
  - Organisation of FAM trips and local animation events with the involvement of key stakeholders;
  - Realisation of videos and photos along the VF of the South.
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- **"VIA FRANCIGENA. ROAD TO ROME 2021. START AGAIN!" – ORGANISATION OF A RELAY WALK-EVENT SPANNING 127 DAYS ALONG THE ENTIRE EUROPEAN ROUTE, FROM CANTERBURY TO ROME AND UP TO SANTA MARIA DI LEUCA.**

Project developed with: ENIT, Intesa Sanpaolo, SNAM, Regione Puglia, Lombardy, Tuscany, Lazio, Istituto per il Credito Sportivo, Département de la Marne, Département de la Haute-Marne, Département du Doubs, Valle d'Aosta, Piedmont, APT Servizi Emilia-Romagna, Département de la Haute-Saone and more than fifty European municipalities.

Period: 2021

Main actions to be taken by Francigena Service S.r.l.:

- Organisation, management and coordination of the event "Via Francigena. Road To Rome 2021. Start again!".
- Coordination of national and international partners and conclusion of agreements for the promotion of the VF on European territory.
- Organisation and management of promotional events accompanying the walk-event, in particular in Rome (10 and 11 September 2021) and Santa Maria di Leuca (18 October 2021).
- Production of audio-video and photographic material. Specifically:
  - Video launching the initiative;
  - 16 one-minute regional videos;
  - Two-minute video for ENIT;
  - 20-minute Docu-Film;
  - +1,000 high definition photos;
  - daily blog production of the event, Reels (+50) for each region crossed and daily content for AEFV social channels.

- **VERIFICATION OF THE ROUTE, CREATION OF SIGNPOSTING PLAN AND PROVISION OF OFFICIAL SIGNPOSTING FOR THE VIA FRANCIGENA IN THE PROVINCE OF PAVIA.**

**Assignment received from the Province of Pavia.**

**Period: 2022**

The activities included technical inspections along the pedestrian and bicycle route (approximately 200 km) and the drafting of the signage positioning plan, which is useful for the provision of vertical directional signs throughout the Pavia province.

Main actions to be taken by Francigena Service S.r.l.:

- Technical inspection on official VF route (approx. 200 km);
  - Placement plan for signage with georeferenced installation locations, type of sign to be installed and installation priorities;
  - Provision of official signage.
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- **TECHNICAL INTERVENTIONS IN THE REGIONAL PROJECT “VALORIZZAZIONE E ACCESSIBILITÀ PER LA PROMOZIONE TURISTICA DELLA VIA FRANCIGENA NEL LAZIO” (“ENHANCEMENT AND ACCESSIBILITY FOR THE TOURIST PROMOTION OF THE VIA FRANCIGENA IN LAZIO”)**

**Project developed for the European Association of Vie Francigene, commissioned by the Lazio Region.**

**Period: 2022**

Activities included technical inspections along the regional route; production, supply and installation of official signage; identification of the main regional points of interest.

Main actions taken by Francigena Service S.r.l.:

- verification of the official regional VF route from Proceno -VT- to Ponte Garigliano, Minturno -LT-;
- definition and inclusion of the main POI (Points Of Interest) in the AEVF web portal and official App;
- design, realisation and installation of tourist-information signs in compliance with the EAVF's European signage abacus;
- verification of the route proposed by the Lazio Region in the Rome-San Vittore del Lazio (FR) section;
- design and installation of vertical signage on the Proceno-Ponte Garigliano section, in the sections indicated as deficient during the verification phase;
- purchase and installation of adhesive signs during the verification activities of the route from Proceno -VT- to Ponte Garigliano -LT-.

## In addition, Francigena Service s.r.l.:

- Manages the network of hospitality services, pilgrims and tourists, along the VF from Canterbury to Santa Maria di Leuca through the project VisitVieFrancigene, in partnership with the partner Tour operator S-Cape.
- Is responsible for the distribution and sale, online and through physical distribution points (more than 80) of the official VF Credential, in partnership with the partner tour operator S-Cape.
- Manages the affiliation of Tour Operators and environmental guides within the EAVF's official visibility channels.
- Manages, on behalf of EAVF, technical validation of variants to the official VF route.
- Manages, on behalf of EAVF, commercial relations with the latter's main partners: Parmigiano Reggiano Cheese Consortium, Prosciutto Toscano Consortium, Trenitalia, Trenord, Decathlon, Garmont, Ferrino, Zurich, Banca Generali, Terre di Mezzo publishing house, Favre publishing house, Cicerone publishing house, etc.
- It manages territorial development and promotion projects linked to itineraries and routes such as (by way of example but not limited to) "Via Francigena Road to Rome 2021. Start Again!"; "Terre della Via Francigena" ("Lands of the Via Francigena"), "VisitVie Francigene"; "Sosta&Gusta", "Bisaccia del pellegrino" ("Pilgrim's rest stop"); "Via Francigena in treno" ("Via Francigena by train"); "Festival Europeo delle Vie Francigene" ("European Festival of Via Francigena"); "I love Via Francigena"; "I Love Cammini Emilia-Romagna" ("I Love Hiking Emilia-Romagna"); "Via Francigena Termale" ("Via Francigena Thermal"); "Rivista Via Francigena and European Cultural Route" ("Via Francigena and European Cultural Route Magazine").