



Camera di Commercio
Pavia



VIA
FRANCIGENA
road to Rome

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



PROGRAM

'States-General on walking and sustainable tourism'
Pavia, 19.10.2023, Aula Magna Collegio Ghislieri (Piazza Ghislieri,
4) Live *streaming* on EAVF and Pavia Municipality channels

Registration of participants: 9.30a.m.

Morning proceedings (10 a.m. – 1 p.m.)

Introductory video

Institutional greetings:

- Mario Fabrizio **FRACASSI**, Mayor, Municipality of Pavia.
- Barbara **MAZZALI**, Councillor for Tourism, Lombardy Region.
- Giovanni **PALLI**, President, Province of Pavia.
- Giovanni **MERLINO**, Extraordinary Commissioner, Pavia Chamber of Commerce.
- Hellas **CENA**, Vice-Chancellor for Third Mission, University of Pavia.

Introduction to the work:

- Roberta **MARCONE**, Councillor for Tourism, Municipality of Pavia.
- Aldo **PATRUNO**, Vice President, European Association of the Via Francigena ways (EAVF).
- Miriam **GIOVANZANA**, Director 'Terre di Mezzo' publisher.

*Daniela **SANTANCHE'**, Minister of Tourism, participates in the event with a video-message.*

Moderator: Andrea **GIAMBRUNO**, journalist.

Con il contributo di:



Con il patrocinio di:





Camera di Commercio
Pavia



VIA
FRANCIGENA
road to Rome

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



First Session

Strategies for the structuring and valorisation of walking paths. The case of the Via Francigena.

- Massimo **GUARINO**, Development and Cohesion Implementation Officer for Culture, Ministry of Culture.
Interventions under the Development and Cohesion Fund. Strategic Plan for Culture and Tourism 2014-2020.
- Martina **ROSATO**, Directorate General for Tourism Enhancement and Promotion, Ministry of Tourism.
Planning to enhance and communicate the Via Francigena.
- Paola **FELINI**, Head of the EAVF Scientific Committee for the UNESCO Candidacy of the Via Francigena.
The state of the art of the UNESCO Candidature of the Via Francigena.

Second Session

Walking paths as a driver for territorial development.

- Carmen **RAGNO**, Monica **ABBIATI**, Cultural Heritage Structure of the Culture Directorate, Lombardy Region.
The Coordination Table of the Lombardy Paths.
- Civita **DI RUSSO**, Deputy Chief of Cabinet, Lazio Region.
The Lazio Region's projects in view of the Jubilee 2025.
- Barbara **BELLINI**, Head of Tourism Enhancement Sector of the territory, Paolo **CALIGARIS**, *Francigena for All* project, Piedmont Region.

Afternoon proceedings (15.00-17.30)

Moderator: Sandro **POLCI**, former Artistic Director of the Festival *Via Francigena Collective Project*

Con il contributo di:



Con il patrocinio di:





Camera di Commercio
Pavia



VIA
FRANCIGENA
road to Rome

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



Third Session Tourism, Economy and Sustainability

- Alessandro MAURI, Area Manager Lombardy, Banca Generali Private.
- Stefano LANDI, SL&A S.r.l. Tourism and Territory.
- Tullia CABALLERO, S-cape s.r.l.
- Mauro QUERCIOLO, President of the Regional Institute for Economic Planning of Tuscany (IRPET).

Fourth Session Walking paths and reception

- Ambra CASTELLANI, Torre Merlata di Palestro.
- Antonio MORO, U.O.I. Tourism, Municipality of Pavia.
- Renato ORNAGHI, President of the Association Cammino di S. Agostino 'S. Agostino in Pavia and the Path of the Rose'.

Fifth session Mobility and accessibility

- Leonardo CESARINI, Commercial Director Trenord.
- Marco ZUCCHETTI, Flixbus.
- Carlo Alberto CARRAI, President of the Versilia Tourist Promotion Consortium.

Con il contributo di:



Con il patrocinio di:

