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 SANTANCHÈ Minister of Tourism, participates in the event with a video-message.

Moderator: Andrea GIAMBRUNO, journalist.
First Session
Strategies for the structuring and valorisation of walking paths. The case of the Via Francigena.


• 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
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 QUERCIOLI, President of the Regional Institute for Economic Planning of Tuscany (IRPET).

Fourth Session
Walking paths and reception

- Ambra CASTELLANI, Torre Merlata di Palestro.
- 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.