

Tour des Villes in Tolmezzo

27th and 28th April 2017



Meeting minutes

Tour des Villes: 1st study visit in Tolmezzo

Participants: Francesco Brollo, Valentino Pellegrino, Raffaele di Lena, Simona Scarsini, Stefano Micelli (Tolmezzo), Philippe Weber (Swiss Federal Office for Spatial Development), Ingrid Fischer, Michael Borth, Philippe Sodeur (Sonthofen), Karmen Makuc, Bojan Sever, Matevž Straus, Janez Podobnik (Idrija), Claire Simon (moderation), Magdalena Holzer (meeting minutes) (Secretariat).

Excused: Representatives of project partner Tolmin

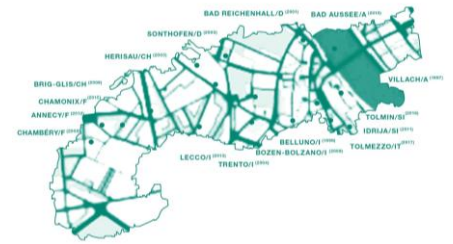
➔ **For fast reading: pages 5 to 9, in particular the summarizing subtitles “Comments, questions & ideas”**

Table of content

Introduction, presentation round and welcome	2
Excursion to Caserma Cantore & Palazzo Linussio	2
Input: densification processes	3
What has been done in Caserma Cantore?	3
Group work – SWOT analysis and feedback	3
1) Group 1: “sustainable tourism”	3
Comments, questions and ideas	4
2) Group 2: “Combat depopulation”	5
Comments, questions and ideas	5
3) Group 3: “Linking culture, craftsmanship and tourism”	6
Comments, questions and ideas	7
4) Group 4: “Linking generations, schools, production & citizens”	8
Comments, questions and ideas	8
5) Programme	9

Tour des Villes in Tolmezzo

27th and 28th April 2017



Introduction, presentation round and welcome

by mayor of Tolmezzo Francesco Brolo and moderator Claire Simon.



The transformation of the military building Caserma “Cantore” and eighteenth-century Villa Linussio provides a great opportunity to the whole Carnia region. To transform this area in a meaningful and effective way, the town of Tolmezzo is exploring new ways to combine energy, resources, local projects and public administration. For Tolmezzo and the whole Carnia region, the transformation of the Caserma “Cantore” is a unique opportunity to dedicate a space to the dialogue and the interaction between a large

variety of actors from economic, social, private and public sectors as well as representatives from the civil society. The Caserma “Cantore” of the future will foster the exchange of ideas and showcase the economic, social and cultural potential of Tolmezzo.

Excursion to Caserma Cantore & Palazzo Linussio

Current status: Caserma Cantore is abandoned, there is no heating, no water, no electricity. It is not allowed to access it with more than 20 persons. The area consists of two parts, the barracks area and one interesting architectural part. The second one is formed by the 18th century Palazzo Linussio, with fresco paintings by Tiepolo and a chapel. It has been built by Jacopo Linussio, who had founded a very important textile industry with 20.000 employees in Tolmezzo and surroundings. From 1920 to 1970, parts of the area have been used by Lamborghini ski, an innovative enterprise for skis in glass fibre, created by a descendant of Jacopo Linussio. From 1940 onwards, firstly parts and then the whole area became the barracks area Caserma Cantore, until the beginning of the 2017, when the last soldiers left.

For the Italian law, buildings older than 70 years are protected as cultural monuments, it is possible under determinate circumstances (for example if they are not historically valuable) to reduce or to change the level of protection upon request. The area now is owned by the Italian State; the property passes over to Tolmezzo for free in the next two years. The costs

Tour des Villes in Tolmezzo

27th and 28th April 2017



of maintenance total 100,000 € per year.

The representatives of Sonthofen explain, that unlike in Tolmezzo in Germany the cost is quite high to buy a military barrack; at the moment the town of Sonthofen is negotiating with the German State about the price to buy the barracks, which will be at the heart of the Tour des Villes study visit to Sonthofen in autumn 2017.

Challenge, important first stop, would like to have a look with other eyes on Caserma Cantore and 17th century Palazzo Linussio.

Input: densification processes

Presentation by Philippe Weber, Swiss Federal Office for Spatial Development.

The presentation deals with densification processes to achieve public policy goals, such as brown fields and with the social, legal, technical and economic constraints, that may accompany such processes. The overarching goal must be creating added-value in property, improving the urban quality, saving heritage sites or achieving the renovation of public sites.

>> See presentation on: www.alpenstaedte.org/de/projekte/tour-des-villes

What has been done in Tolmezzo so far regarding Caserma Cantore?

Presentation by Stefano Micelli. He teaches business administration at Venice University, he is leading the foundation Nordest, which mostly works in Veneto region, partly also in Friuli, majorly in Udine. The foundation focuses on new craftsmanship, the “Maker movement”, “Maker cities” and linking craft to arts. Stefano Micelli presents the analysis that have been done together with Fondazione Nordest in Villa Linussio.

The regions industry is characterised by wine technology, pieces for luxury cars, and niche markets. Three focus groups met in February: A) entrepreneurs B) Culture & Education C) Tourism. Discussions, interviews and visits in companies were held. On March 23th 2017, each inhabitant of Tolmezzo was invited to an open meeting with discussion and a beforehand organised feasibility study was presented to the population. The defined overarching goal is now to enrich the Alps experience with some indoor activities.

Group work – SWOT analysis to questions identified by participants and feedback rounds by experts of Tolmezzo

1) Group 1: “sustainable tourism”

How to promote a sustainable tourism that enhances the characteristics of the location & its environment (wild nature, cycle tourism, climbing, gastronomy), distinguishing from neighbour regions?

Tour des Villes in Tolmezzo

27th and 28th April 2017



Strength	Weaknesses
<ul style="list-style-type: none"> Existing structures (nature, landscape) Local food, local products Historic sites and monuments City centre Fits to idea of “creative campus” -> synergy effects 	<ul style="list-style-type: none"> Enough supporter (inside local tourism?) Growth versus sustainability
Opportunities	Threats
<ul style="list-style-type: none"> Local market Develop a niche Cultural tourism Interesting accommodation, architecture in casern 	<ul style="list-style-type: none"> “Laws” of the market No “copying” possible

Comments, questions and ideas:

The Tour des Villes group of Tolmezzo agrees on this SWOT-analysis. Participants from the other Alpine Towns state, that there was the impression, that Tolmezzo was expecting something from the outside, but they are sure, that the momentum must come from inside.

The group of Tolmezzo is of the opinion, that niches must be pre-existent, then they can be developed them. It is important to find out, which know-how exists “inside” the town to be used for a niche. For sure it is important, that the local population shares the ideas for the casern, there is a need that they identify themselves with the military area. The group agrees upon the importance of agriculture to attract tourists, filling this area with live is not only thinking about new industry.

Tour des Villes in Tolmezzo

27th and 28th April 2017



2) Group 2: “Combat depopulation”

How to increase the attractiveness of the Carnia region to combat depopulation?

Strength	Weaknesses
<ul style="list-style-type: none"> • Status of a pilot project, there are many other Casern in the Friuli region • Flexibility in what is possible to do • Possibility to create a new image for a whole region • Untouched nature, wilderness • Central position of Tolmezzo in the EU ☺ • Hydro-Power-Plants: electricity at a low price for the area 	<ul style="list-style-type: none"> • High costs for renovation • Size of the site • Cut of services by the Italian State • Low population density in the area
Opportunities	Threats
<ul style="list-style-type: none"> • Opportunity to develop an attractive place • Place for new companies in this area 	<ul style="list-style-type: none"> • Companies don't want to participate in the project • Delocalisation process/ tendency in many companies

Comments, questions and ideas

All participants agree on affordable energy as a major asset for remote regions. In 1960 the company Cooperativa Edipower, producing and selling electricity in the region, coming from a Hydro-Power-Plant at lake Cavazzo was found. That could in fact render the area independent in terms of electricity and assure low-price energy.

Representatives from Idrija name the example of a project on Smart Grids, where Idrija is partner in and which deals with big battery systems that store energy. Small producers that need to store electricity in batteries need to try to get the same price as state companies. For the moment it is about a pilot project, which will be very important for the future, one could think about solar energy stored in batteries. Idrija has leading companies in the field of electronics for automotive industry and e-cars. One could start with existing structures, analyse resources & strengths and foster the cooperation.

Does it make sense to make a project to combat depopulation or should the focus being put on improving quality of life for whom is living in place?

Tour des Villes in Tolmezzo

27th and 28th April 2017



Researches at European scale found, that Idrija is on 7th place for life quality in Europe, biggest factor was economy (50%), why people are moving away from Idrija than? Idrija has 0% unemployment, but faces depopulation. People are not objective when they decide the place where to live. Starting a process in the Caserma Cantore will change perception of citizens and maybe attract more people from outside. Not everybody wants to live in big cities, also small cities can have a smell of future. Cut of services by the State are an important factor, Tolmezzo it is not like a district of a big town, it's a region. The image of Caserma Cantore needs to "connect" in the town.

3) Group 3: "Linking culture, craftsmanship and tourism"

Fostering cultural experiences through the creation of new paths that bring together culture and craftsmanship.

Strength	Weaknesses
<ul style="list-style-type: none"> Bring more people in the town Involves all social groups into the culture (not just high-brow culture) 	<ul style="list-style-type: none"> Projects addresses only young people Or doesn't include locals Without connection to the old town, the area would create a separate centre or dead part Would require new types of education programmes If managed by for-profit, it could forget about social programmes and needs Projects addresses only young people
Opportunities	Threats
<ul style="list-style-type: none"> Enhancing the traditional and manufacturing experience for tourism development (ski, museum,...) High interest in Do-it-yourself and maker society High number of craftsmen in the region Intergenerational programmes, exchanges New trend in new interactive museums, "live museums". 	<ul style="list-style-type: none"> Outmigration of young and educated people
<ul style="list-style-type: none"> Needs a good, skilful manager with visionary approach and social responsibility. 	

Tour des Villes in Tolmezzo

27th and 28th April 2017



Comments, questions and ideas:

Tolmezzo states, that the 3rd generation has to be included in the process. The area gives indeed a big opportunity for intergenerational activities.

The interconnection between casern and city centre has not really been addressed in Spatial terms, now they are two different bowls. Participants agree, that this is also a task to be fulfilled. The feasibility study that Tolmezzo realised is a point wherefrom to start. An old train line divided the city in two parts, specific studies will follow on interconnection,

The participants propose that it might be good to have a development strategy for the whole city that has the casern as one part, including housing, services, support elements. There is a second military area on the territory of Tolmezzo. It should be included. Sonthofen for example has such a strategy, including mobility issues, a bicycle system with paths and services. Idrija as well has a strategy for the whole area for sustainable development, mobility, smart city development, climate change, CO2, tourism and youth. The participants agree on the fact that development must be a masterplan that puts priorities based on resources. Resources of Carnia region are for example forests, water, there is an industrial zone that produces lights for Lamborghini, etc. Schools for design, technical processing, specialised courses for processing and maintenance for forests could be examples. Carnian citizens are quite good in sports: creating a university of sport – cross skiing, trainings, winter sports, etc. is another idea.

An urban planning process should be inclusive and participatory, it must be decided on which level a masterplan should be elaborated – for the city, the district, the region? Carnia is composed of 28 municipalities. Such a masterplan could include new education programmes that educate young people to practice what is envisaged in the area, depending on the companies that settled in the area, and the social aspect should not be put aside.

Do not forget about the importance of green areas and benefit of the new rising of a DIY-culture and maker-society. Museums face a new trend as place to learn about yourself. This could be used to strengthen the identification with the area and the regions itself. It could focus on the Carnian tradition, but should not be classical, must be a vivid place and create zones where people can meet and enjoy. On example would be to fill the 800 m2 with masks of African culture, or masks from all over the world or confront or expose them together with different masks from Carnia region, which are quite a lot.

Another important challenge is to find a good and skilful manager that shares the mission and vision for the area.

Tour des Villes in Tolmezzo

27th and 28th April 2017



4) Group 4: “Linking generations, schools, production & citizens”

Strengthening sustainability through the creation of new areas allowing relationships between production sector, schools, citizens and generations.

Strength	Weaknesses
<ul style="list-style-type: none"> • Connect generations • Connect experience • Benefits for all • Model promotes care for nature and environment • New jobs for local population • Stopping depopulation • Financial benefits 	<ul style="list-style-type: none"> • Too much activities • To complex model (has to satisfy all) • Investment, funds? • Not enough students (mobility) • Location of the project
Opportunities	Threats
<ul style="list-style-type: none"> • First town with such model in the area • New connections – happy society • Attract enterprises from outside 	<ul style="list-style-type: none"> • Towns nearby adopt same model • People might not like it

Comments, questions and ideas:

There is a high opportunity for strengthening sustainability with the creation of new areas allowing relationships between production sector, schools, citizens and generations.

Weakness: The model is too complex? The area needs to be addressed in a complex way. It is all about finding people to do it. In order to share the vision and mission, there is the need to specify well the ideas, solutions, steps and to make the plans with passion, only then the town’s government can assure the participation of the population. A positive concurrence can help. Representatives of the other Alpine Towns advise Tolmezzo to take their time for the process and to be patient, to pay attention on the goal and not to jump to the solution, if participation is missing, you are going too fast or on the wrong way and this will not be a key to success.

Tour des Villes in Tolmezzo

27th and 28th April 2017



5) Programme

Thursday, 27th April

- 14:00 – 14:15 Welcome & introduction, Francesco Brollo and Claire Simon (moderation)
- 14:15 – 16:15 Walk to Caserma Cantore with background information (challenges of the town, infra-structure, wishes of citizens, of (local) business, of political level)
- 16:15 – 16:30 Input Philippe Weber, Swiss Federal Office for Spatial Development
- 16:45 – 17:15 Input Stefano Micelli: Presentation of the project, feasibility study and present questions to be discussed with the participants – explanation of the process
- 1) What is the situation?
 - 2) Is there an aim already defined?
 - 3) What is the planned process?
 - 4) Which steps have already been made?
 - 5) What are the open questions today?
- 17:15 – 18:30 Coffee break & first discussion round – responding to defined questions by Tolmezzo
- 18:30 – 19:00 Closing of the day

Friday, 28th April

- 08:30 – 10:30 Second discussion round
- 10:30 – 11:00 Summary of results