

SUBPROJECTS PAGUS PARTNERS SUMMARY

Document to be filled by local partners



Name of local partner. City	
Body	MUNICIPALITY
Region	UMBRIA (Italy)
Subproject name	MANAGEMENT AND GOVERNANCE OF URBAN SUST.ITY
Acronym/(Ex. 4B) and Component	2 D MAGUS
Budget before reduction	€ 350.000
Current budget	
Work team	Mr. Andrea Proietti (Project Manager), Mr. Andrea Silipo (Technical coordinator), Ing. Giorgio Maurini (Administrative Responsible) Mrs. Elisabetta Lucci (Financial Responsible), mrs. Francesca Russo (Economist) Mr. Maurizio Renzi (urban

Local partner productions in each Subproject. Ex. Participation Web site, Interpretative movie, Sociological Study, Radio Program. Foreseen and accomplished actions.

As leader of the Sub-project, the Municipality of Narni has firstly carried out the project work plan and discussed it with the partners (Municipality of Santiago de Compostela, Xanthi Development, Ministry of Urban Development of Malta) following it until its approval by the PAGUS Steering Committee (see "Sub-Project Formulaire")

The specific work production has been developed in two phases:

- 1st PHASE (2005): Two Seminars have been held in Narni: WP 2 "Methodology and administrative tools of urban complex programs management" and WP 4: "The use of the Feasibility Study in the Urban complex programs management", with the participation of the partners and of a Group of representatives of "PAGUS-AL" Project (municipalities of Santa Fè, Argentina, and Valparaiso (Chile).
- 2nd PHASE (2006): After the approval of a new Work Programme, Narni has developed a complex action plan in the field of the sustainable tourism: "The Narnia Experience", using the world known phantasy saga "The Chronicles of Narnia" for diffusing the heritage of the medioeval city of Narni. The project has been carried out with the methodology of the "training-on-the-job", through a full time participation of the team work to several activities and projects carried out by the Municipality.

Achieved results: Ex. Knowledge of the morphology of Baeza city in the Renaissance in order to obtain citizen heritage awareness. Citizen participation in Allariz in municipal initiatives.

The activities have involved more of 200 public and private individuals and Entities in the promotion of events, public procedures following innovative financial tools, socioeconomic projects, urban marketing actions, etc. The projects developed have been the following:

- a new "Interactive GUIDE OF NARNI";
- promotion and project management of the "Committee for the promotion of the Terra di Narnia"
- Design and registration of the "Terra di Narnia" trademark;
- promotion of the "Narni Opera Open Air Association";
- promotion of the "Mercanti di Narnia Association"
- promotion of a Private-public partnership for the restoration of the "Castello of San Girolamo" for a new 4* historic resort;
- preliminary design of the new tourist indicators and signal along the main roads leading to the historic city and along the pedestrian paths to the main cultural landmarks
- promotion of the Narnia stand in the "Viva italia Show" held in London on september 2006
- feasibility study for the management action plan of the new "City Museum" and Library.
- involment of financial institutions - like the Fondazione Cassa di Risparmio di Terni - in financing private and public initiatives;
- Regional meeting "Cantiere Turismo - Umbria, Narni"

Foreseen Effects. Ex. People awareness of the heritage and positive repercussion in the conservation of the historic city.

The successful actions carried out along 2005-2006 have driven the Narni population to the most complete awareness that the tourism activities based on the valorisation of the cultural heritage can be the only valid alternative to the declining industrial activities in the area: as a matter of fact, the "sustainable tourism development" has become the political main platform of the municipality.

Moreover, in view of the new ERDF-ESF Plan for 2007-2013 period, the Work team of MAGUS-Narni is assisting the Municipality to promote an integrated development project involving the territories and the cultural heritages of the three main cities of the Provincia di Terni (Terni, Narni and Amelia): a prefeasibility study and a "master plan" is currently underway.

Dissemination activities (As publications, CD ROMs, Brochures, Webs, etc)

All the activities carried on by the MAGUS work group have been constantly reported by local media such as:

- the "Guida of Narni" published in Italian and English version
- the institutional Web site (www.comune.narni.tr.it)
- the local web site (www.narninews.it) with several forums which involve hundreds of citizens in proposals, requirements, new ideas and initiatives for improving the tourism attractiveness of the city;
- the specialised web site dedicated to the international diffusion of "Narnia-Narni" knowledge "www.narnia.it"
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Continuity expectations

The effective and concrete actions of tourism development realised through the MAGUS project have become a solid base for the follow up of promotion activities on public-private cooperation basis. The MAGUS work team has presented to the Municipality the feasibility study of a stable institution, named "Consortium for the Terra di Narnia promotion", to which the Municipality itself, the Chamber of Commerce and other financial and entrepreneurial associations will participate.

Link up with the transversal European policies: Gender, environment, sustainable policy, etc.

Others data that could illustrate the partner activities as: Number of hours of work, description of technical and administrative visits, beneficiary of new devices and any others remarks that the partner consider necessary to phrase.

In the 1st Phase of the project, the Seminars held during november-december 2005, have involved , along 14 days, 5 national and regional senior experts in the field of the management of "complex programs of urban marketing and renewal" and 15 local officers, professional and tourism operators.

During the 2nd Phase, the MAGUS work team met and established different form of cooperation and consulncy with all the existing private and public-private associations operating in the field of tourism activities in Narni, namely: The "Narni Pro Loco"; the "Ente Corsa all'Anello"; the "Porto di Narni Association"; the "Vivi Narni Association"; the "Narni Black Festival Association"; the "Narni Sotterranea Association", the "NarniEventi Association".

A cooperation with the Provincial coordination Tourism Forum ("Sistema Turistico Locale) has been established.

Some illustrative graphics of the local partner work (2 pages max)

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sono necessari per visualizzare quest'immagine.

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Pictures: Events and meetings (2 pages max)

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Mass media selection documents ((2 pages max)