



Event report

Title of Event: **Development phase 3rd online workshop**

Date & Place of Event:	25/01/2021, online Zoom meeting
Partner/s Involved:	PP3 BAI, AP Unione dei Comuni Borghi e Valli d'Oltrepò
Relation to Project:	meeting with stakeholder
Links to deliverables/outputs	D.T1.2.3 Evaluation report second phase "development workshop" in pilot villages
Topic tackled, expected effects and follow-up, findings/conclusions that will contribute to achieving further project results	<p>After the shift to online digital format for the implementation of Development Phase workshops, BAI decided to organize the 3 online workshops without linking them to the 3 single pilot villages, using this structure:</p> <p>1st WS (18/01/2021) + 2nd WS (22/01/2021): definition/development of collaborative business ideas. These two WS are conceived as the first part, in which participants work on ideas developed during the Starter Phase and start to work on regional model canvas.</p> <p>3rd WS (25/01/2021): development of ideas and the regional business model (Regional Model Canvas). This final WS has the aim to consolidate the work on the regional model canvas carried out by participants.</p> <p>All workshops were open to traditional companies and CCIs localized in the 3 pilot villages. This has been done with the aim of building the largest possible working group, that could see the participation of the same participants in all 3 WS. In addition, participants who could not join the 1st WS, could have the opportunity to join the 2nd WS. The shift to digital format, to this extent, has resulted to be very useful (participants could connect to online meetings staying at their homes or offices, without the need of moving to or from Municipalities).</p> <p>The workshop has been coordinated by BAI staff (Simone Taddei) and external trainers (Giulia Bertone and Graziano Maino).</p> <p>The workshop focused on the result of the previous two (18/01 and 22/01), in particular supporting participants in finalizing the work on the Regional Model Canvas for each of the three business ideas on which participants agreed to develop, and that were based on the idea profiles produced during Starter Phase workshops.</p> <p>BAI created a shared folder on Google Drive where all WS materials has been stored. PPT Templates have been prepared to be used from participants during the</p>



team work for the creation of participant profiles, resources map and business ideas

https://drive.google.com/drive/folders/1Vp9YUmwCjDH6HLSGg2qm3_r32Q4C9Gcx?usp=sharing

The work carried out and results are showed in the Mirò Board created for the utilization in the Phase II workshops

https://miro.com/app/board/o9J_lYdzKpA/

The three business ideas developed consist in:

1. 3 ideas (enogastro trekking + micro-tasting routes + torta ardivestra) merged into a single project: "Micro-tasting routes". The idea concerns the activation of tourist routes that can connect new, sought-after, quality local products to be proposed to the following targets: passionate tasters in search of new, sought-after, quality products (flavours), linked to the people in the places.

2. The "Re-Popoliamo" idea has evolved into the "Vivere l'Oltrepò" project, which encompasses a series of initiatives to increase the quality of life of those who reside, both permanently and temporarily, in the territory. The idea is to bring together public and private, profit and non-profit initiatives and players, schools and cultural agencies (micromuseums, proloco, etc.) in a project to enhance the opportunities that the area offers throughout the year to those who live there and to those who might be interested in living there permanently or for longer periods of time.

3. a new idea has emerged (Brand identity Oltrepò): it is a question of uniting energies and finding languages and supports to build a local brand that offers economic actors support in identifying, linking, promoting and managing multiple current and possible initiatives. It is not just a question of identifying a logo, but of working on a specification that acts as an attractive proposal, that supports the commitment of the economic actors, orients their action to respect behaviour and standards, that allows internal resources to be collected, from members and external resources from those interested in using the brand as a distinctive element.

The 3rd meeting on 25/01/2021 saw the participation of 12 stakeholders coming from 5 traditional enterprises; 3 CCIs; 3 participants from 2 local NGO active in the tourism and agriculture field; 1 participant from Higher education and research

Type of audience reached (project target groups)

Numbers of reached target groups in the framework of event:

TARGET GROUP	VALUE
Local public authority	
Regional public authority	
SMEs	8
Interest groups including NGOs	3



	Business support organisation		
	Higher education and research	1	
Annexes (photo, media coverage web-links ect.,...)	<input checked="" type="checkbox"/> Attendance list <input checked="" type="checkbox"/> Photo <input type="checkbox"/> Media coverage (web links) <input type="checkbox"/> Other: workshop materials		