

# POLY5 Newsletter



## POLY5 — Postcards

### VENICE MEETING

Tuesday, 13. May 2014

#### CHECKING TERRITORIAL OPPORTUNITIES THROUGH PILOT ACTIONS

Local actions to assess polycentric development opportunities in territories affected by the presence of Major Transport Infrastructures

The event, hosted in “Grandi Stazioni” building in Venice, was aimed at presenting the project to a wider public, with a special focus on the territorial integration of Major Transport Infrastructures (MTI) in the Alpine Space.

One of the main topics addressed during the conference was the presentation of the results obtained by the implementation of Pilot Actions conducted by the different territorial partners of POLY5: the French *Conseil General de la Savoie*, the Italian *Province of Turin* and *Veneto Region*, the Slovenian *Municipality of Šempeter Vrtojba* and *Regional Development Agency of the Ljubljana Urban Region*.

So, several approaches performed by public actors acting at different decisional level were presented, all with the common aim of fostering the integration of MTI on their territories, minimizing the marginalization effects.

The different presentations of the partners gave an interesting overview of the potential synergies that public actors can perform in order to create a common constructive environment in order to plan the future of the Alpine Space connectivity.



### Local ROUND TABLES on PILOT ACTIONS



#### [Šempeter-Vrtojba](#), 11/06/2014

POSSIBILITIES AND OPPORTUNITIES FOR THE DEVELOPMENT OF THE SMALL LOGISTIC CENTER OF VRTOJBA

After the presentation of POLY5 vision of spatial development, a round table with experts in the fields of logistics, transport, economy and with representatives of the Ministry of Infrastructure was held. Experts exchanged their views on the Mediterranean Corridor, considering it as a starting point for the construction of logistics centers, discussing on their potential impact on the region development and on how the Municipality Šempeter-Vrtojba should intensify the development of logistics infrastructure in its territory.

#### [Gorizia](#), 04/06/2014

WORKSHOP ON SUSTAINABLE MOBILITY IN THE PROVINCE OF GORIZIA

The pilot action for the Province of Gorizia focused on the assessment of potential impacts of a major infrastructure in an area characterized by cross-border relations and a considerable polycentrism, and to identify guidelines to develop and enhance sustainable mobility solutions. The challenge of the pilot action is to provide solutions and guidance on:

- Innovative mobility systems
- Measures to optimize the supply of transport, encouraging mass transit tourism;
- Bike use improvement to ensure the continuity and quality of infrastructure for bicycle mobility, introducing passenger cars / bus tow to transport bikes.;
- Info-mobility: info-telematic systems to provide this transport.

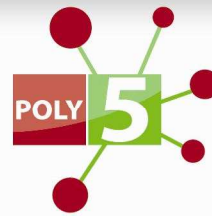
#### [Turin](#), 29/05/2014

INFRASTRUCTURE: WHICH TOOLS FOR A PROJECT OF THE TERRITORY

The Province of Turin, in collaboration with the University of Vienna, shared the assessment of the tools developed within POLY5, in particular those aimed at supporting the local economy and the Turin Lyon new railway link construction site workers' accommodation, with representatives of the area who are working on initiatives and projects that are consistent with local polycentric development.

This comparison provided continuity with the work that the Province of Turin has started with the development of the "Strategic Plan for the development of the territories affected by the Lyon-Turin new railway link" and the contents of the plan "Smart Susa Valley", fitting in the framework of the Regional Law 4/2011 and its focus groups on the theme of local economy involvement and enhancement.

# POLY5 Newsletter



POLY5 meeting in Turin — 26th June 2014



## WP6 “Pilot actions” - Value Chain Stories

In a teaching course at Technical University of Munich, organized by the Chair of Urban development in 2010/11, students were asked to design a spatial strategy for the town of Garmisch-Partenkirchen. Garmisch-Partenkirchen has a severe lack of “urban” infrastructure, an outdated tourism infrastructure and a high public depth. Ideas were set up how to change Garmisch-Partenkirchen into a more liveable town. To draw a colorful picture of how the town would look like in 2030 students designed “value chain stories” [VCS].

In order to understand the impact and possible positive development of the area, *value chain stories* are a creative way of establishing an understanding for what is happening and this approach has been adapted to the POLY5 project. The basis for these stories is the impact model, developed within POLY5, which demonstrates and shows the possible benefits of the MTI. Still, the model might be too complicated to explain the impacts to a local community – therefore TUM consequently propose value chain stories. The stories explain the benefits in a more creative as well as easier way, focusing on certain interrelating parts of the impact model, e.g. growing tourism in the region. The stories enable to transfer these topics into real life with demonstrating how fictive persons use certain new infrastructures – and how this affects the area.



## FROM LOCAL TO TRANSNATIONAL AND BACK

Validating tools developed within the European project POLY5 for the local integration of large scale transport infrastructure

After the welcome speeches and a brief presentation of the project as a whole, Vienna Technical University (TUV) presented project partners’ round tables overall results in a summary diagram and in the form of a public discussion panel with partners, in order to understand, from their point of view, which lessons were so far learned through POLY5.

**Thomas Dillinger** (TUV) moderated the discussion through a series of questions on the project, its achieved objectives, what was the role played by every institution, what has improved and what still remains to be done.

Here are some interesting statements...

*Thanks to the mobility study we undertook within the project, a lively and active debate on these topics started, focusing especially on the dialogue between public and private stakeholders on how a MTI can impact at local level.*

*POLY5 made it possible to address the topic of the Turin-Lyon new railway link with accompanying measures and focusing on two main topics, which can be defined as keywords: ANTICIPATION and CONSULTATION.*

*The project made it possible to intensify the dialogue on the importance of logistic nodes and their planning in connection with an MTI.*

*In these 3 years something has changed: we moved from a situation where the problem was where and how to build the ex-Corridor 5, to a situation where the problem is to save money. With POLY5 we tried to look at the topic from a different angle, not considering it from a “linear” point of view, but with a programmatic approach, aimed at identifying the best solutions to integrate the infrastructure into the local context.*

*Being quite early on the planning phase of the MTI, we didn’t deal with any kind of protest, but we felt the need to reach consensus and achieve transparency in the decision making processes. And in this, POLY5 is very useful as we are learning from others.*

*While working on POLY5, we actually thought and re-thought about the role of local communities, calling into question the role of local authorities. We tried to objectify all the info regarding the building site and we deem important that the territory becomes the owner of the observatory tools we developed. So again to use two keywords: OBJECTIFICATION and SEIZURE.*

*Transparency and clarity of objectives (why a MTI is going to be built) have to be made clear at the beginning and at EU level.*

*The communication language used to present projects has to change and needs to be re-invented. Today it is very difficult to communicate infrastructural projects. If we want a participatory approach, we need to take into account feedbacks.*

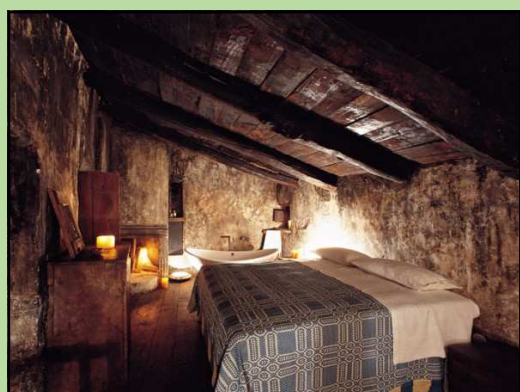
*The topic of the utility value of an infrastructure is also very relevant and not perceived at local level: such major projects are an opportunity to change a territory and lead to permanent advantages.*



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## VCS#1



## Value Chain Story #1 — Albergo diffuso

*Val di Susa doesn't exactly trip off the tongue. Tucked away in a corner of Italy that is not wholly Italian, it is small, not very populated and not very visited of all the country's regions – except for the higher winter resorts. Still, the city of Susa got a certain charm; it might be the ancient roman ruins or the narrow streets with little Italian coffee shops. And something has changed. Susa suddenly becomes “reachable” due to the new high-speed railway station, which just opened a bit outside the little town. So Roberto, the owner of a little restaurant with two guestrooms in the first floor of his house has an idea. Why not combining all sorts of empty guestrooms throughout the city within one hotel?*

*Albergo diffuso translates literally as “scattered hotel.” The principle is that rooms, decorated in a consistently authentic and local style, are scattered throughout different buildings within the town but overseen by one manager – in this case Roberto. A traditional breakfast is served at a local cafe or in the kitchen of one of the local houses, or delivered to the guest rooms. Roberto's wife, formerly a housewife not able to find a job after she had three kids, is organizing typical dinners in Piedmont and slow food style. Men and Women from all over the city come together, cook and bake and sell the many courses-dinners to the tourists. Call it a B & B village. Like a holiday apartment, an Albergo diffuso allows travelers to imbed themselves in village life, but the bonus is that it offers the basic services of a hotel.*

*There is a reception to report to where Roberto is available to help with questions, recommendations or bookings. Since the new railway station was opened, winter visitors come to stay in Susa, and use the hourly ski buses to the nearby Bardonecchia, a famous ski region; in summer, Roberto offers walks, cycle- or horse-rides in the wooded foothills.*

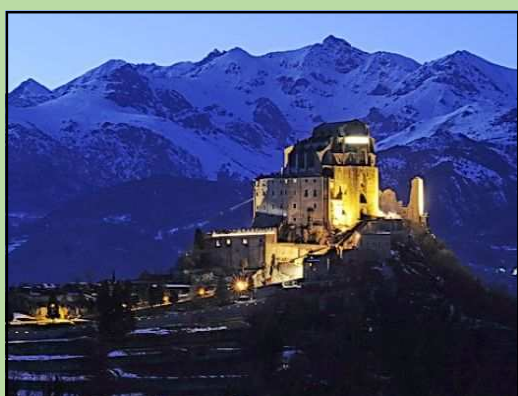
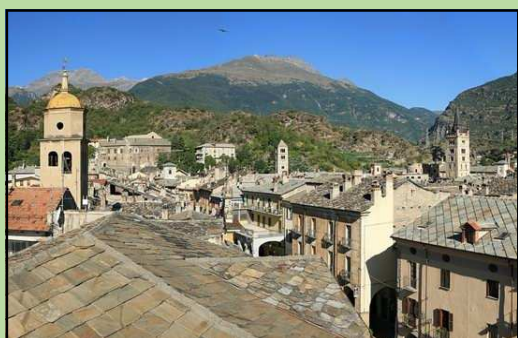
*Roberto's brother, who has a little farm, organizes the trips and also offers his help as a mountain guide. The reception is located in the old town hall of the city, beautifully restored. There, visitors are able to see the different levels of accommodation on a map and where within the city they are located. Nearly every third family house in Susa offers one or two rooms – some of them with bathrooms, some with a beautiful mountain view. Especially for the women in Susa, the scattered hotel is a great job opportunity as most of the men are employed in the shrinking industry sector. So offering a room with breakfast adds to the household income.*

*The credo, nevertheless, is “slow tourism” – basic but charming accommodation with nice extras as an open fire place or an orchard to wander through, home-made food and regional products and “soft” leisure facilities such as trekking, horse riding and mountain biking. Robert's other cousin, Sergio, opened a rental store in which the guests can rent out whatever sports equipment they need. In the evening, dinner for the guests is served in various locations within town, every location being specialized in a certain dish – typically for the region. As most of the guest book full board, they have the opportunity to eat out every night in a different restaurant being part of the scattered hotel. Most of the contributors of the Albergo diffuso are able to generate a second income now, but the most visible effect are the newly renovated houses and gardens, the enlivened streets and the dim candle light in the small cafes and restaurants at night full of guest who experience a truly piedmont's lifestyle.*

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## VCS#2



## Value Chain Story #2 — International Susa

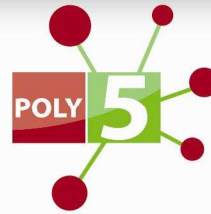
Pietro is a bit stressed out today. Tomorrow starts the fifth annual conference on natural hazards in alpine regions in the new congress center SoloSusa in Susa. As the Polytechnic University in Turin started to use the congress center as a function center for its students as well as academic happenings, Pietro and his crew, managing SoloSusa, have hands full of work. First of all, most of the guests are arriving by train from all over Europe and need to be shown to their rooms in the Albergo diffuso of the city. Lunch and dinner is taken in the big glass cube on top of the congress center from where one has a great view of the mountains, especially the Rocciamealone, the highest mountain in the region. Food is organized by the women of the village, prepared with only regional products: typical Piedmont slowfood.

The good position of Susa in a wider European spectrum makes it easy for scientists from different universities of Middle-Europe to attend the conference – similarly to Forum Alpace, a little conference village in Tirol, easily accessible through a railway but still with a rural and lush green surroundings. While the construction of the Lyon-Turin Tunnel, Susa established itself as a center for natural hazards and impact studies on MTI, both academic fields being highly demanded in times of ongoing grow of traffic and economy. Due to a partnership with the polytechnic University of Turin, the congress center has a degree of capacity utilization of 70% throughout the year – mostly events of the university, but also international congresses and meetings at least once a month. Sometimes the congress center is also used for weddings or food fairs. Especially the food fairs get more popular due to the suprarregional interest in slowfood from the Piedmont and products from the alpine regions of the Piedmont but also the Savoie.

So Pietro has a full-time job overlooking and organizing congresses and fairs, employing 30 people full time – from the cleaning personal to the company technician and a lot more from the City of Susa providing the catering and accommodation. Like most of the people of the valley of Susa, Pietro comes from a farmer's family, but his father has already given up farming in favor of a higher income in one of the industries located at the entrance of the valleys near Turin. But in the last two decades jobs in the goods producing sector are decreasing due to a general outsourcing in low-cost countries in Asia or South America. So for Pietro and his family along with a lot of befriended families, the SoloSusa Congress Center and the scattered hotel was a more than welcome job opportunity. Also Pietro's wife, Elisa, is involved baking bread and cakes for the Congress's buffet. She can do that at home watching the kids as the new nursery in Susa is only opening in a couple of month in the course of the renovation of the old school: less and less families are moving away, so there are more kids to be enrolled in school. All in all, Pietro finds there is a whole new and upgraded standard of living in Susa. He likes it and he has no fear for the future, now that he sees a future for him and his family.



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## VCS#3



### Value Chain Story #3 — Leisure activities

*During the construction phase of the Lyon-Turin Tunnel, the population of the Susa Valley grew 25%, mainly due to the workers and their families. A lot of new supply and capacities have been created, especially in terms of social integration and leisure time, to prevent any kind of social segregation between the inhabitants and the workers and their families. Not only that the nursery has reopened, but also especially since the reopening of the Piscina Comunale Rari Nantes Susa with a new quarry pond and a renovated playground, leisure infrastructure has been enhanced throughout the valley. Especially during the construction phase of the Lyon-Turin Tunnel, the construction companies have invested in the improvement of leisure time possibilities for the workers, most of them not coming from the Piedmont region but other parts of Italy or Europe.*

*To ensure the social integration as well as to prevent segregation on both sides, workers as well as residents of Val di Susa, measures were taken in collaboration with the municipal administrations to integrate the workers during the construction phase and after. During the construction phase a lot of second homes were rented out to the workers. The number of abandoned property sank rapidly. A few new restaurants opened – firstly to satisfy the needs of a higher demand through the workers but also in course of the construction of SoloSusa. Overgrown paths were reactivated to allow the residents of the area to use their bicycles. Monthly gettogethers at the Piscina helped the community and the workers and their families to get to know each other, especially the within the children new friendships aroused. But not only the residents of Susa and its cities and villages profited from the new leisure possibilities, the whole image of the valley changed due to the upgrading and enhancing of already existing infrastructure like the Piscina, the bicycle roads, abandoned homes, a mobile medical service or other neighborhood related amenities.*

*The new vitality of the valley, especially in terms of a “visible bustle”, attracts not only tourists but also townfolks from Turin to spend some leisure time in the valley. Apart from the tangible economic effects within the tourism and recreation sector as well as reassessment of private infrastructure, the feeling of togetherness has improbe and an overall positive feeling towards the future of the valley is noticeable; a silver lining on the horizon seems to appear.*



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## POLY5 – FINAL CONFERENCE

*Alpine Space areas influenced by European Major Transport Infrastructure - Instruments to improve local and regional competitiveness*

**Vienna, 23.09.2014**

Vienna University of Technology

Karlsplatz 13, 1040 Vienna — Kuppelsaal, 5th floor



*“The topic of the utility value of an infrastructure is also very relevant and not perceived at local level: such major projects are an opportunity to change a territory and lead to permanent advantages.”*

Torino, 26 june 2014. *In the picture:*

**Andrea BALLARIN** — Veneto Region  
**Paolo FOIETTA** — Province of Turin  
**Peter JERMOL** — Municipality Šempeter-Vrtojba  
**Gaja TRBIZAN** — RRA LUR Lubljana  
**Marzia BONETTI** — Province of Gorizia  
**Bernard BARNEOUD** — General Council of Savoie



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