



**A PARTICIPATORY PROCESS DEDICATED TO ROCCA BRANCALEONE
MUNICIPALITY OF RAVENNA/ FB3
EUROPEAN PROJECT ADRIFORT – ADRIATIC FORTRESSES AND MILITARY AREA
WORK PACKAGE 3 – ACT. 3.3**

The Municipality of Ravenna, within the European project Adrifort – Adriatic Fortresses and Military Areas – and in range of Work Package 3, launched a participatory process around Rocca Brancaleone, the site highlighted by the project.

Action 3.3, meant to “*organize a territorial workshop and test the participatory procedure*” was launched in May 2014, by the Tourism and Cultural Activities Department of the Municipality of Ravenna and it is currently ongoing.

The fundamental steps of this process are:

- 22nd of May: staff meeting with Villaggio Globale and definition of project's objectives and target groups;
- 30th of June: first round table with stakeholders;
- 2nd of July: press release to inform about the interviews conducted between July and August at Rocca Brancaleone;
- 15th of September: workshop with Stakeholders at the gardens of Rocca Brancaleone;
- 18th of October: visit to Rocca Brancaleone with citizens;
- 22nd of October: introduction to partners during the CMG meeting in Corfu;
- November: reporting and delivery to Municipal Administration.

I) Staff meeting and definition of project's objectives and target groups

Tourism and Cultural Activities Department appointed Villaggio Globale – the social cooperative that in Ravenna deals with participatory processes and active citizenship – to arrange the activities of the participatory process.

Participants to the meeting held on May the 22nd were:

- Maria Grazia Marini: Chief of Tourism and Cultural Activities Department, Municipality of Ravenna
- Barbara Morigi: Town Hall Clerk at Municipality of Ravenna, Tourism and Cultural Activities – Adrifort Project Coordinator;
- Jessica Andreucci: Adrifort Project Officer;
- Barbara Domenichini: Town Hall Clerk at Municipality of Ravenna, Participation Department;
- Andrea Caccia: responsible for Villaggio Globale
- Sirius Hidri: assistant Villaggio Globale

First, the identification of the objectives to achieve with the participatory process and of the stakeholders to involve in the process itself.

The **Objectives** highlighted:

- To understand the relationship between Rocca Brancaleone and the citizenship, together



- with their level of satisfaction;
- To involve stakeholders in a reflection on the fortress, collecting sensations, ideas and perceptions also related to the time they spent in it.

On this occasion, the first stakeholders were identified and contacted. These comes both from public and private sector, connected to Rocca Brancaleone by different kind of interests and motivations.

II) Round Table and the participatory process start- up

The participatory process was launched on the 30th of June 2014 by a meeting held at the Municipality of Ravenna Town Hall.

Participants to the meeting were:

Guido Guerrieri – Councillor for Environment and Sport, Municipality of Ravenna
Valentina Morigi – Councillor for Participation, Municipality of Ravenna
Maria Grazia Marini- Chief of Turism and Cultural Department, Municipality of Ravenna
Barbara Morigi - Town Hall Clerk at the Municipality of Ravenna, Turism and Cultural Activities
– Adrifort Project Coordinator;
Jessica Andreucci – Adrifort project coordinator;
Cavezzali Enrico – Town Hall Clerk at the Municipality of Ravenna, Environment Office;
Barbara Domenichini – Town Hall Clerk at the Municipality of Ravenna, Participation Department;
Angelo Turchini - Professor, University of Bologna;
Maurizio Mauro – Lawyer and expert of Rocca Brancaleone;
Marinella Gondolini – Chairmen of the Cultural Association Città Meticcia;
Marcella Montanari – Ravenna 2019 officer;
Andrea Caccia – Responsible for Villaggio Globale;
Sirius Hidri – assistant of Villaggio Globale;
Andrea Damassa - Barkeeper of Rocca's pub;
Enrico Amici - Chairman of the Cultural Association Marigodosa;
Laura Lattuga – Member of the civil group and Cultural Association Ravenna Centro Storico;
Lucla Bondi – Member of the civil group and Cultural Association Ravenna Centro Storico

The meeting started with an intervention by Maria Grazia Marini, connecting the participatory process dedicated to Rocca Brancaleone with the Municipality of Ravenna past experiences in this field. Indeed, since 2011, four participatory processes have been launched in the field of cultural heritage. The first of these processes. Since then, Ravenna made of these actions a good practise, based on meeting with stakeholders meant to enhance ideas, proposals and discussion on a certain issue or point of interest.

Villaggio Globale has later presented the main actions of the project: from the institution of a open space workshop that, starting from a reflection on Rocca Brancaleone, wants to collect impressions and proposals; a video-interview, to be realized by July and August, with the aim of involving potentially “not-active” passangers, in a conversation about reasons to attend Rocca Brancaleone and their level of satisfaction of the time they spend in it. The first round of interventions has shown immediate interest in this initiative. Rocca



Brancaleone is one of the most attended and beloved place by the citizens, that is why we can say this participatory process revealed its potential from its first steps. Some critical issues concerning Rocca Brancaleone aroused (for instance, the deterioration of walls and fountains as well as children's playground and the need for a better maintenance and safety of the park).

Some wishes aroused too:

- the institution of a structural, long lasting calendar of events, involving Rocca Brancaleone at any time of the year. Cultural and playful events, medieval festivals, also using scale models and involving local Association having experience with this kind of initiatives;
- the will of enhancing Rocca Brancaleone with the turist offer, producing materials, like videos and pictures, able to promote the site as a point of interest of historical value;
- the need to involve citizenship in planning activities by promoting participation.

Moreover, three key-words aroused from the debate:

- Use
- Events
- Dreams (for Rocca Brancaleone's future)

III) Dissemination of the survey conducted between July and August at Rocca Brancaleone

Between July and August, Villaggio Globale collaborators carried out a series of video-interviews to attenders at day and evening time, but also to people passing nearby. The initiative was promoted with a press release released by the Press Office of the Municipality of Ravenna, following which several people called the office to fix an appointment with the operators.

People interviewed was asked to answer questions about the reasons why they visit Rocca Brancaleone, the level of satisfaction, as well as dreams and suggestions to enhance the place in the future.

The result of this initiative has been a video selection of the inteviews recorded, presented at the 15th of September's workshop.

IV) The World Cafè at Rocca Brancaleone

The meeting was conducted and planned by the Municipality of Ravenna – Department of Participation and Tourism and Cultural Activities, together with Villaggio Globale, who also has coordinated the activities. Councillor for Culture, Councillor for the Environment and the Chief of Tourism and Cultural Activities Department,represents the Municipality. The methodology applied to the meeting was that of the *World Cafè*, a public and informal participatory tool able to stimulate and collect ideas and proposals, under the leading role of facilitators.

Thirty participants joined. Facilitators divided them into





working groups made of six people. Participation to the workshop has been heterogeneous, with a high rate of youngsters between 20 and 30 years old (almost a third of the participants). Participants were mainly neighbours, users, cultural association doing some free time activities and other having an interest in organizing events at Rocca Brancaleone.

The six groups had a conversation on the following topics:

- Rocca Brancaleone potentials
- Dreams and practical proposals to enhance it
- Citizens and Rocca Brancaleone: what can we do as citizens to put our ideas into practise



The groups, supported by the facilitator, appointed a spokesperson to expose all the ideas, including any dissenting opinions, to the other groups.

It is interesting the fact that the ideas coming from the groups were very similar to each other, especially concerning the current state of the fortress, but also regarding ideas to launch this site from a tourist and cultural point of view.

Potentials highlighted by the groups:

- Rocca Brancaleone is family and kids friendly, because it's quiet, green, free from traffic and cars;
- It gets tranquility across;
- there are visitors at any time of the day;
- the beauty of the park, the variety of trees and shrubs;
- the opening to the public at a quite widespread timetable, especially in the Summer.

Critical issues:

- bad conditions of panels, degradation of the fountain;
- lack of attention to toilet maintenance;
- pollution of the park;
- bad conservation of walls, fences;
- lack of attention to the usability for disabled.

Concrete proposals (agreed by all groups):

- a coordinated management: identifying a subject dealing with the coordination of the



activities in place and able to expand the presence of associations and groups, in order to achieve more initiatives. Groups proposed a consortium of associations;

- Custody: of the park and its playground, the fountain and walls. The consortium could take care of the garden as return of the use guaranteed by the Municipality (following the example of the Municipality of Bologna "Regulations on the collaboration between citizens and the Administration for the custody and regeneration of urban heritage");
- Tourism: promotion of the fortress as a historical monument, better road signs to find it, revaluation of the Venetian period of the City in the tourist offer. Requalification, through panels restoration within the gardens and multimedia tools dedicated to Rocca Brancaleone;
- Events: Groups proposed to increase the number of events and initiatives to achieve, to citizens and tourists, thinking also about how reach other users (University and sports), but always focusing on families and children;
- Structures: Groups proposed to create new points of interest inside Rocca Brancaleone. They as a botanical garden, a structure for winter activities, an info-point. They also suggest to transform the bar as a restaurant, improve the parking place behind the Citadel, to place a fountain for water, and one light in the dogs area.

Dreams:

- maintenance of walls;
- coverage of the citadel, in order to use it also at wintertime;
- realization of a monumental fountain;
- construction of a big medieval festival organized by Ravenna's associations active in this field;
- creation of greenhouses, exhibit and study rooms.

Participants offered themselves to work on the fulfillment of some of the proposals they made:

- Participation to the management appointed to organize sporting events and cultural meetings, raising funds and connecting users;
- The creation of a cultural association dedicated to Rocca Brancaleone, appointed to coordinate the project;
- The realization of days of extra cleaning;
- The creation of a medieval festival.



Comparisons were followed by the final considerations.

Maria Grazia Marini underlined how interests for the common heritage prevailed on critical issue concerning this monument, thus allowing a proactive attitude.

She also note that some of the proposals made have been recently taken over by the Administration: among them, an App about monuments of Ravenna and a tool of augmented reality included, highlighting Rocca Brancaleone as well.





V) **Rocca Lovers, a visit to Rocca Brancaleone with citizens**

The walk planned with the neighborhood by the Gardens of Rocca Brancaleone, took place Saturday, October 18th. The event was attended by 60 people, mostly residents in the surrounding area. Families, children, retirees, but also local press. The meeting, promoted by a press release from the Municipality of Ravenna Press Office, was meant not as a traditional tourist visit but as unconventional visit, with citizens as appointed guides. People who always attended this site, who wanted to share their experiences.

A work of historical research in order to rediscover a place through the emotions and anecdotes by who has lived the monuments itself, weaving the story Rocca Brancaleone with that of its attenders. Much more than a visit but a real piece of the City's social history. The event has been planned and organized into legs, from the garden to the Citadel, accompanied by tales of a resident living in front of Rocca Brancaleone from 1953, the readings of Riccardo Colombo who, for all his life, has been chosen the garden to read together with his wife, and associations operating in the field of medieval events.



The walk organized with the neighborhood ended with the greetings of the Councillor for Environment - Guido Guerrieri. The participants expressed their hope of being contacted not only in order to participate to the next event, but to actively be part of it, through their stories.

VI) **Realization of a project Report and delivery to the Administration**

During the meeting at Rocca Brancaleone on September 15th, the Administration committed to take into consideration the proposals emerged from the groups and to respond to participants about that.



Therefore, last step of this process is the evaluation of the proposals received: what is possible and what is not, in terms of practical and economical restraints. The considerations of the Administration will be shared with the public through a special meeting, in a date to be defined yet.

Report by:
Municipality of Ravenna
Pics:
Angelo Palmieri
Jessica Andreucci