



ESPN-INTERSTRAT
ESPN IN INTEGRATED TERRITORIAL STRATEGIES

National Engagement Strategy: Italy

Italian ESPON Contact Point



Università degli
Studi di Roma
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National Stakeholder Engagement Strategy: Italy

Italian ESPON Contact Point

National stakeholder engagement strategies have been identified as a key mechanism for the partner Contact Points in ESPON INTERSTRAT to develop the engagement of ESPON with practitioners who are preparing integrated territorial development strategies (ITDS).

1 General aim

The main aim of the National Engagement strategy is to contribute to the establishment of a collaborative ESPON community of practitioners, in which all stakeholders (including those at regional and sub-regional levels) work with Italian ECP to share ESPON analysis, data, results and to assess their possible application to Italian ITDS.

Italian ECP will start from his existing network and will expand its contacts to potential ITDS stakeholders selected following national assessment criteria.

Targeted stakeholders will include policymakers involved in European projects, such as INTERREG, as well as those responsible for national, regional and local spatial policy. The action will also target consultants who provide input to the territorial policy process and politicians who are responsible for policy accountability.

It is envisaged that the engagement processes will fully involve scientists who are either directly involved in ESPON or are interested in being involved or in using its outputs.

To achieve this aim Italian ECP adopts the INTERSTRAT common approach which requires:

- to assessing ITDS practitioners' needs,
- to selecting examples of integrated strategies and
- to engaging with stakeholders

2 Objectives of Italian National Engagement Strategy

The aims and objectives are set out in the agreed project proposal.

The common template to develop National Strategies provides seven steps.

The Italian National Engagement Strategy is built in relation with these key objectives and following the road map of agreed National Strategy Template

The key objectives are:

- To develop the engagement capacity of the Italian ECP
- To identify current and potential stakeholders and the building of contact databases
- To develop an understanding of what Italian ITDS stakeholders want from ESPON;
- To use interactive approaches to engaging Italian IITDS practitioners with ESPON data, analysis and results
- To develop improved dialogue and communication methodologies to transfer ESPON know-how ;
- To develop transfer of engagement practice between ECPs

3 To develop the engagement capacity of the Italian ECP

The strengths and capacities of the Italian ECP and its existing networks

The IT Espo Contact Point was set up by the University of Rome "Tor Vergata" into Faculty of Economics- Department of Economics and Territory (DET) under contact to the Ministry of Infrastructures. DET is a multidisciplinary department with 28 members (geographers, planners, economists, jurists, mathematical and business & administration, entrepreneurship professionals).

In 2009 and until 2011, Maria Prezioso, by the University of Rome "Tor Vergata" – Dept. DET, won a national free competition published by Italian National Department of Infrastructures to be Italian ECP.

The ECP is contracted to:

- Promote the involvement of IT researchers, policymakers, stakeholders, practitioners in ESPON transnational projects, networking and knowledge exchange
- Promote and support ESPON contribution to IT needs for territorial information and research (blunder check included)
- Collect information, stimulate the topics assessment about national strategic perspectives and scenarios to discuss at European level, arrange draft and final reports

From 2009 to this day, IT ECP keys mechanisms for engagement with practitioners have been:

1. A national ESPON IT web portal (<http://www.ecpitalia.uniroma2.it/>)
2. Italian ECP quarterly Newsletter (at this day 5 numbers)
3. IT ECP working team (6 people designated by a Rector Decree)
4. 2 Annual Info-days and participation to seminars and meetings of National Department of Infrastructure and National Committee of Regions
5. Promotion and assistance for researchers to engage in Priority 1, 2, 3 projects

Italian ECP have 364 direct contacts so mainly arrange:

- Italian University and Research Centres → 156 contacts (43%)
- Foreign University and Research Centres → 50 contacts (14%)
- Italian Regional Departments → 84 contacts (23%)
- Ministries & Agencies National Level → 22 contacts (6%)
- Foreign governments → 39 contacts (11%)
- Others → 13 contacts (3%)

Communication tools

The national ESPON IT web portal

The ECP Italian web portal is legally registered onto the University of "Tor Vergata" public domain; it includes different pages. It is regularly updated with news from ESPON, project outputs and potential partners.

Several news and different sections are accessible by the home page. Principal sections for Italian stakeholders are: **project** (past and present), **network** (where they can also find transnational partners for each different call), **newsletter** and **events**.

Italian ECP quarterly Newsletter

Every three months, Italian ECP sends to all researchers, policymakers, stakeholders, practitioners (by a list of 298 contacts at this day) its Newsletter (NL). By NL, it is possible to access to all news about ESPON programme and Italian ECP events.

By newsletter, the IT ECP secretary contacts researches, stakeholders, practitioners and it informs them about important news (requirement partner for projects, opportunity, stages, seminars, etc.).

Newsletter arrives directly to Italian e-mail addresses. It is also possible consult the NL on line by a dedicated web-site section.

Two Annual Info-days and participation to seminars and meetings of Ministry and national committee of Regions

Italian ECP often meets Italian Committee of Regions. During these meetings it disseminates ESPON news; Italian partners of ESPON projects in course illustrate their draft outputs.

Every year, Italian ECP organises 2 meetings at University of Rome "Tor Vergata" to make aware stakeholders, practitioners and researchers for entering in ESPON Network and projects.

ESPON IT events and dissemination seminar:

Event/dissemination seminar	Date	Location
ESPON 2013 and Urbact	28 may 2009	Milan
National Committee of Regions	10 June 2009	Rome
National ECP Workshop	23 September 2009	Rome
Priority ESPON and new Call	25 September 2009	Milan
Proposal for scientific approach and methodology to TIA of EU Policies by ESPON Programme results	28-29 January	Valencia
National Conference of Italian Urban Planners Association	25 February 2010	Rome
Land use control in ESPON Programme	26 February	Teramo
National Committee of Regions	21 April 2010	Rome
European Spatial Agency workshop	12 May 2010	Rome

4 To identify current and potential stakeholders and the building of contact databases

Identifying and targeting stakeholders and networks

This objective implies to set the national context (A), then to identify ITDS stakeholders in this national context (B) and finally to build a database of stakeholders and contacts (C).

A) The national context in Italy in relation to ITDS

A1 Political and administrative organization of Italy

A2 Territorial sketch

A3 Town planning and territorial development competences

A1 Political and administrative organization of Italy

Italy is a Parliamentary Republic formed by Municipalities, Provinces, Metropolitan Cities, Regions and State. There are more than 8000 Municipalities; more than 110 Provinces, 11 Metropolitan cities, 20 Regions

The country has a long and stable history of autonomous bodies. The local governments are three tiered, comprising regions (15 regular regions and 5 special regions), provinces and municipalities. Statutes, powers and functions of these autonomous bodies are regulated by Republic Constitution. The relationships among various local bodies were revised by the Constitutional amendment of Title V of Constitution of 2001, as a result of which Metropolitan Area (Citta' metropolitana) was added as a new form administrative division.

The new political organisation affirm that State and Regions are both legislative responsibility about many themes: one of this is 'government of territory' - On the contrary exclusive State legislative power is for protection of environment, ecosystems and cultural heritage

Each Region is comprised of Provinces and Municipalities. From the years 1972 to 1990, Regions had the principal land-use planning authority. In the 1970s two decrees decentralized the power for planning. At that time, several land-use and natural resource preservation responsibilities were transferred to regions. Regions assumed the responsibility for sector plans (e.g. transportation, solid waste, and surface mining) and had the authority to designate the boundaries for regional parks and special conservation areas. This responsibility shifted in 1990 as a result of Act 142, when provinces were given the power to design plans. In the light of this law, provinces must currently prepare Territorial Provincial Plans and, in cooperation with the regions, approve urban plans for municipalities. Some regions have also proposed the delegation of urban plan approval to provinces.

At the moment then development policies (also related to spatial planning) is essentially led by the regions, with the central government providing financial support and providing advices, including coordination. The specific urban policies are characterized by local level planning led by the regions. Local plans developed by the regions, the primary objectives of which are local development and the preservation of local resources, have secured the highest standing among statutory urban plans, while making adjustments for coordination with the statutory basic urban plans of the local autonomous bodies.

The 142/1990 Law also identified eleven metropolitan areas. In these large cities and their surroundings, metropolitan governments were designated with their

own mayors and governing boards. These areas then had to prepare a metropolitan plan.

From 90ties to present in Italy the 20 Regions have developed different Regional Laws on the topic 'government of territory', always formally following the old still in force National Law (1150/1942), hierarchical conceived, about Town and Country planning. About land use control for individuals, in the reality, only the decision of Municipality tool is mandatory.

The formal planning tools then differ (often very much) according to different regional laws.

In addition the strong tradition in statutory planning gives to the formal tools a pivotal role in the discussion about regional and sub-regional development.

The promotion of the spatial and regional development policies of Italy has been focused on the economic aspect of redressing the disparities between southern and northern Italy ever since the unification of Italy in 1861. Beginning with the first long-term economic plan for the 1965-70 periods, the development of the economically inferior southern Italy has been incorporated into the plan as a national economic policy.

Italy does not have higher level spatial plans that superordinate regional plans, such as national spatial plan. Plans of a national scale are only sector plans, like transport mayor plan. In response to the regional policies of the EU, Italy has been implementing a national fund allocation program since the 1990s based on plans transcending national territory and the Structural Fund.

A2 Territorial sketch

The origin of urbanism in the Italian peninsula has a history of three millennia, and the Antique legacy is still strong today, although the current settlement structure bears strong evidence of medieval resettlements as well. The Italian urban system is highly heterogeneous, and the processes of urban diffusion are for this reason very different in the various regions. Italy is subdivided into 20 regions and four macro-regions, which are the North West, the North East, the Centre and the South, also known as *Mezzogiorno*. The intermediate administrative level, the province, includes the main city (*capoluogo*) and the administrative hinterland. The basic administrative unit is the municipality (*comune*).

During the 1951-99 period Italy's population grew from 47.5 million to 56.7 million. In 1951 there were 24 cities with more than 100.000 inhabitants, a figure that nearly doubled by 1991 (46 cities), including 25.5% of the Italian population. During the same period Italy experienced a significant growth and became one of the most important industrialised nations. Italy was also transformed from a country of out-migration into a country of in-migration; the massive interregional and interurban migration from the poorer southern areas to the North (mainly Milan and Turin) ceased. The urban form of the Italian cities shows: strong uniformity in the periphery (high rise housing); functional and social heterogeneity in the per-central quarters (with a mix of building types); heterogeneity in the rings (with the coexistence of apartment houses, single family housing, industrial buildings and scattered farm buildings).

Milan, Turin and Genoa form Italian *industrial triangle*. Inter urban, core-hinterland and intra-urban mobility have greatly affected the economic and social geography of the three metropolitan areas. In stark contrast with the wealthy North is the *Mezzogiorno* that in terms of resources as well as social, political and economic

organisation constitutes the less developed part of Italy. The characteristic of *Terza Italia* (Third Italy), i.e. the central and North-eastern part of Italy is that it has never experienced a Fordist development based on big industry and large metropolises. This region is marked by the presence of a dense urban network formed by medium sized cities (former medieval *comuni*) with a tradition of autonomy and handicraft skills. In this area there was a new socio-economic organisation based on flexible workforce and family firms, with specialisation in sectors like textile, fashion, furniture, shoes, ceramics and mechanics. This variety of economic and social organisations corresponds to different models of urban space production and urbanisation processes, in terms of concentration and de-concentration as well as in terms of centralisation and decentralisation.

At the regional and provincial levels, the concentration process increased throughout the period from 1951 to 1999, but after 1981 the growth rate slowed down considerably. During the 1951-71 period seven regions increased their concentration, all of them in North or Central Italy except for one, and three of them including the three main Italian metropolises. After 1971, the regions that experienced concentration have been facing de-concentration. The majority of the Southern regions increased their population concentration at a lower but continuous pace. At the level of *comune* the concentration increased continuously until 1971 and has since then stabilised.

Analyses of Italian regions show the complexity of the de-concentration processes. These are the results not only of the inherited urban network, but also of the impact of industrial Fordism and the rural exodus towards the main cities. The correlation between population growth and size of settlement is very different in the North, the Centre and the South. In the North, the counter-urbanisation processes are stronger and they started earlier. In Tuscany the de-concentration process is not as important as in Piedmont, and in the South there is a continuation of the concentration processes even if their rhythms are not as strong as during the seventies and the eighties. In the large cities of the North, net migration cannot compensate for the huge losses in terms of natural balance, while in the South a part of the population growth is due to the positive natural balance.

When investigating the metropolitan areas (*Genova, Milano, Napoli, Roma, Torino*) of Italy, the cores showed strong growth between 1951 and 1971, but lost population since then. The five cities gained 2.4 million inhabitants during those two decades, but lost one million over the next twenty years. By contrast, the rings showed a continuous growth pattern. After 1981, however, the rings were not growing sufficiently to compensate for the losses of the cores, which indicates factual de-urbanisation. The decline of the Northern metropolitan areas slowed down, however, during the 90s. The decline was also affecting the majority of the cities with a population of more than 100 000 inhabitants. At the same time there is an increase of population in the outer suburban areas, as in the case of the linear conurbation of *Via Emilia*, along the eastern and western coast and the regions of flexible economy.

There are neither processes of re-urbanisation in terms of growth in the cores of the large metropolitan areas nor has there been a turnaround in terms of an increase in the population of the remote rural areas and the small settlements. The medium sized cities that grew the most during the 70s and 80s were mainly those belonging to the metropolitan areas. Urban de-concentration does not mean

decentralisation. There is rather a selective centralisation of functions in the metropolitan cores, joined by a process of socially selective in-migration and working class out-migration; an important increase of managers and a huge decline of employees and blue collars.

A3 Town planning and territorial development competences

The basic framework of Italy for statutory urban plans subsequent to the decentralization of authority in 1990 pursuant to the New Local Autonomy Law is as follows in the order of descending priority:

i) Regional Territorial Plans (Piano Territoriale Regionale),

A territorial plan (PTR) is devised by each of the 20 regional governments as the topmost plan. A territorial plan covers regulations on particular land usage, the development of particular large land areas, and the planning of infrastructure such as road network and railways. The draft of a regional territorial plan is prepared with the participation of provinces, municipalities, private entities, and the like and is finalized by obtaining the approval of the regional assembly.

ii) Provincial Territorial Coordination Plans (Piano Territoriale di Coordinamento Provinciale) and Metropolitan Area Plans (PRGI),

iii) Municipal Master Plans (PRG),
and iv) Detailed Plans (PP).

Aside from this framework for statutory urban plans, Regional Territorial Landscape Plans (Piano Territoriale Paesaggistico Regionale) pursuant to the Galasso Act (Emergency Legislation for Protection of Areas with High Environmental Value) legislated in 1985 (the Act was amended in 2004) are also important local development tools.

Each regional government is required to formulate a landscape plan, which is widely incorporated into the regional territorial plan (PTR) subject to review in accordance with the environmental protection provisions

Relationship with EU's Measures

The Italy's central government is fulfilling its roles as a coordinator of EU policies and the country's regional policies. Regions also participate in the formulation of the National Strategic Framework, which is necessary to use the EU Structural Fund. The Regional Operational Plan is devised concurrently with the Regional Spatial Plan in alignment therewith.

Each Region now must prepare an 'Integrated Planning Document' to set up the strategic development for the whole territory. This document is coupled with a financial program mandatory to exploit the UE and National resources.

B) Identifying ITDS stakeholders in the national context

*The project application says that ESPON INTERSTRAT will build networks with "all potential ITDS stakeholders". Each partner needs to contact and listen to the main groups in their country. This requires some **stakeholder analysis**.*

The Italian ECP on the basis of existing database and the specific Italian situation will evaluate the group to reach and involves prior.

Probably there is a need of cross evaluation of scale and of high influence to check.

The existing data base will be analyze, following the template matrix.

In the IT ECP interpretation face the Italian context our understanding of Integrated strategy choose the formal development tools at the regional and sub regional level.

The main ITDS stakeholders seems to be the regional responsible officials and connected shareholders in the elaboration of Regional Territorial Plans and also the provincial functionaries that produce Provincial Plan can be usefully involved.

Accordingly for Italian ECP the first group to strengthen and to better reach is the Regional and Provincial functionaries.

To identify and target stakeholders and networks and organise our database, we were building on the proposal from fig 1 in template, with some doubt about attribution of High or low power/influence in relation to Italian situation and to kind of ITDS chosen.

CATEGORY	DESCRIPTION	SUB CATEGORY	DESCRIPTION	NOTES
Category A	High power/influence and high immediate benefit from ESPON INTERSTRAT	A 1	<i>National Department related with Spatial planning</i>	<i>National Economic Development Department; Infrastructure National Department (General Division for Territory)</i>
		A 2	Regional government departments which produce ITDS	<i>Planning and development Regional Department</i>
		A 3	<i>Government agencies at regional scale which produce ITDS</i>	<i>National Agencies FORMEZ, INVITALIA</i>
		A 4	<i>Regional economic development agencies</i>	<i>f.e. IRES PIEMONTE</i>
Category B	High power/influence and less immediate benefit from ESPON INTERSTRAT	B 1	Sector ministries, transport, environment	<i>Infrastructures National Department (General division for Transport) Environment National Department</i>
		B 2	<i>Providers of Services of General Interest /e.g. public transport companies, health boards, retailers)</i>	<i>Regional Transport providers; Water supply and sanitation companies...</i>

				(f.e. ACEA
		B 3	<i>Private sector developers and infrastructure providers</i>	<i>Specialised Associations (building and infrastructure industries..) ANCE; OICE</i>
		B 4	<i>Local/municipal level governments</i>	<i>Provinces, Formal Mountain areas PROVINCE E COMUNITA' MONTANE</i>
		B 5	<i>National and regional media</i>	
Category C	Low/diffuse power/influence but high immediate benefit from ESPON INTERSTRAT	C 1	<i>Consultants</i>	
		C 2	<i>Spatial planning research institutes</i>	UNIVERSITIES, CNR (National Research Board)
		C 3	<i>Professional institutes representing spatial planners</i>	INU , SIU, AGEI National Institute for Town Planning; Town Planners society, National Geographers Association
		C 4	<i>Interreg projects</i>	National Database of past and present partners involved in the INTERREG programs
		C 5	<i>Individuals working on ITDS.</i>	

Category D	Low/diffuse power/influence and less immediate benefit from ESPON INTERSTRAT	D 1	<i>Environmental NGOs</i>	
		D 2	<i>Students on territorial development-related courses</i>	
		D 3	<i>Other individuals</i>	

To target stakeholders in the context of engagement strategy we consider that **High influence/low influence** is about power on decision making but we adopt a distinction if the stakeholder is a 'motor' in the integrated strategy building, or a cooperative follower, as there is a difference between those who steer ITDS, mainly spatial planning institutions, or institutions working on regional (socio-economic) development; and those who have to be incorporated in ITDS like sector institutions

In relation with our target choice (the **regional government officials** responsible to develop territorial planning) the subjects involved in our engagement strategy, as organized in the matrix are selected.

In the category A (High power/influence and high immediate benefit from ESPON INTERSTRAT) the motor is A2, 'Regional government departments which produce ITDS'; the A1 are the main related stakeholder for financial matter ('National Economic Development Department'; 'Infrastructure National Department (General Division for Territory)').

In the category B (High power/influence and less immediate benefit from ESPON INTERSTRAT) the main stakeholders are 'Infrastructure National Department (General division for Transport)' and 'Environment National Department'.

In the category C (Low/diffuse power/influence but high immediate benefit from ESPON INTERSTRAT) we identify three groups as important in the process.

'Spatial planning research institutes', 'Professional institutes representing spatial planners', 'Interreg projects partners'

C) Building a database of stakeholders and contacts

The first analysis of present ECP database shows the need to fill geographical gap.

Secondary we need to identify new groups of stakeholders to reach following our Italian 'useful definition' of ITDS. These groups are not forced interested in the ESPON calls.

Clearly it is necessary to extend the group identified as main target (regional government officials) which amount only the 23% of contact database.

Other gaps will be fill especially in relation with our chosen target groups.

In particular will be identify gatekeepers for National Departments as well as better refinement of the broad existing database contacts in Spatial planning research institutes and Professional institutes representing spatial planners

A specific work will be needed to build a useful past and present Interreg projects partners database.

The main sources will be institutional and linked to other national initiatives on planning topics (i.e. Urbact, Interreg data base ecc..)

The original Database is structured with these entrances

Nation, Region

Title, Surname, First name

Organisation

Role in the structure

Address Phone Mobile Fax e-mail

ECP newsletter subscription

Stakeholders analysis encoding

Organisation Membership in national Institutional groups

Organisation Membership in national and international networks

It is possible (following Belgian proposal) to enlarge the fields with

Territorial Level of competence: national, regional, provincial, (inter)municipal, MLG, transborder

Domains of competence from ESPON thematic

Proposition for domains

DEMO= Demography, migration, diversity...

CLIM= Climate, hazards, sensitivity...

MIL= environment, natural heritage...

URB= Urban, cities, polycentrism

RUR= rural, agriculture

REGDEV=Regional development, territorial development, spatial planning...

TOUR= tourism, attractiveness, cultural heritage...

INNOV= Knowledge, innovation

MOBI= Transport, mobility

ENER= Energy

GOV= governance, Policy impact, Scenario building

5 To develop an understanding of what Italian ITDS stakeholders want from ESPON

This objective is related both to Step Communications (A) and Step Listening to stakeholders (B):

A) Communications

As presented in part 3, 'The strengths and capacities of the Italian ECP and its existing networks', the Italian ECP usually work with a broad range of communication tools.

The communication methods used at present by Italian ECP are particularly devoted to involve actively stakeholders in ESPON Programme, that is, to stimulate Italian public of potential partners to get involved directly in ESPON Calls.

On the basis of the activities listed in common template we fill in the present Italian ECP situation for each.

Method	Comments
Phone calls or face-toface meetings.	
Resource intensive but probably essential for engagement with high priority stakeholders.	At present used in ECP activity for the calls (help desk)
Flyers Leaflets	
matter and may be different for different stakeholders.	
Newsletter	
A short, news electronic publication – once a month or every two months – to keep those on your database informed and interested.	Used in ECP activity for the calls: quarterly
ESPON INTERSTRAT Powerpoint	
A powerpoint with notes to explain the project and give national contact details. Could be in English or in separate languages. Again can be used to target particular stakeholders.	Produced in Italian language and used in ECP presentation to Region Conference and Info day September 2010
Press packs	
Press releases plus supporting notes, documents, contact details to brief journalists (technical media + regional media) about the project or events within ESPON INTERSTRAT	
Success stories and highlights	
Summary reports on good examples of ITDS are identified as a key mechanism within the ESPON INTERSTRAT project. These can be shared with everyone via the website, but particularly directed at the high priority groups using interactive events.	<p>Presentation of some ESPON Italian Project used in ECP Info day September 2010</p> <p>Possibility to use the ITDS Italian example selected for INTERSTRAT web site to show the utilities of ESPON findings in the elaboration of Italian ITDS.</p> <p>Facing the very complex Italian panorama, tentatively, the choice of ITDS examples follows a representative criteria</p>
Events such as seminars or workshops	
Events offer the opportunity to develop dialogue, relationships and networks which may or may not be attractive to target audiences. They are both time and resource intensive. You may prefer to use the limited resources at your disposal to do one workshop rather than two, perhaps complemented by a web-based consultation (for example). However workshops are information-rich and flexible means of communication and are identified as a key aspect of the ESPON INTERSTRAT project.	Used in ECP Info day September 2010: questionnaire submitted
Presentations in other events	
Chance to present ESPON INTERSTRAT at national or regional conferences, usually through partnership or “network hub” contacts, if the audience has been identified as one likely to have interest in or benefit from ESPON INTERSTRAT	Possibilities to present ESPON INTERSTRAT in scientific events (conference seminars, workshops) at national and regional level

<u>Country Report</u>	
Summary of key ESPON findings and data for your country. Significant resource requirement to prepare and produce, but scope to achieve visibility through media and to reach all four categories of stakeholders. This will require resources that are not covered under the ESPON INTERSTRAT project.	
<u>ECP web pages</u>	
It will be important to integrate the use of individual ECP web pages with the ESPON INTERSTRAT web portal and the ESPON EU website.	<p>Used in ECP activities Possibility to present the ESPON results in the light of special Italian concerns related to specific ESPON projects.</p> <p>Possibility to publish Selected Italian ITDS which use or should use ESPON results.</p>
<u>New media</u>	
The project should be open to opportunities for using new technologies such as blogs, wikis, Twitter and other communication tools where this supports its focus on priority ITDS stakeholders. Remember that your priority is to reach your national stakeholders, rather than to attract a global following!	

B Listening to stakeholders:

ESPON INTERSTRAT is not about forcing stakeholders to listen to presentations about ESPON. A key part is listening to what stakeholders have to say about **How they prepare and deliver ITDS** and **how ESPON could help them.**

The Italian ECP Infoday, the e-mail exchange and the Italian ECP Web Site are the main tools to contact stakeholders.

The major event in the ECP current activity is the Info day, open to all stakeholders at national level.

It is a general seminar structured in different parts giving:

- general information about ESPON and the new calls,
- presentation of ESPON Italian projects

But the aim of communication is the active involvement in the ESPON programme (participation to the Calls).

Then, it is useful to define a new part of seminar about how to use ESPON at the regional and sub regional level for target stakeholders.

Special session of meeting held in September 2010 is devoted to the ESPON INTERSTRAT project.

During this event a questionnaire was submitted to all those present.

The questionnaire is also asking – via e-mail – all data base contacts.

Analysis of questionnaire results

The analysis was conducted by administering a questionnaire to participants of II National Info day of Italian ECP, in Rome on 20th September 2010 at University of Rome “Tor Vergata” and by mail to our national contacts.

The questionnaire consists of 12 questions divided into three sections respectively: *general information* (gender, age, affiliation, employment status, geographic area, field of membership), *knowledge of the ESPON Programme* (participation in ESPON projects, the results of consultation, information retrieval, problems with the program), *Integrate ESPON*.

The latter is specifically aimed at collecting data and information to pursue the development of a model of engagement in the project ESPON-INTERSTRAT.

The sample is representative of public domain, academic coverage and private bodies interesting in planning, countrywide. The data collected and the analysis shows a more precise and detailed knowledge of the ESPON Programme in Northern Italy, 47% followed by 38% by the Centre and 15% from the South with high prevalence of regional government bodies, followed by universities, research organizations, central and local governments. The predominance of the northern regions to the rest of Italy is a result of previous experience in other transnational programs, especially INTERREG II and INTERREG III, URBACT. Northern Italy in fact is more active thanks human resources, financial, skills, information, transnational networks established, management and participation in other programs. Northern Italy is more organized with specific bureaux, services and expertises dedicated to European projects, particularly in territorial planning and interregional cooperation. The main source of information on the program appears to be the ESPON website for 86%, followed by 44% from the Newsletter of the ECP Italy. Newsletter is especially useful for regions of central and southern Italy, where in many cases generate greater trust and greater confidence in the ESPON program.

The 52% of respondents found the results of the ESPON projects, past and ongoing, representing the area of responsibility, but only 22% makes regular use. The 36% of the respondents points out difficulties in the process of participation or performance of the ESPON projects, either for lack of adequate human resources and skill to the program, both for financial problems especially at the moment of repayment of the projects, since this is a program to advance. Mainly South and Central regions as well as many University Departments share this difficult situation.

The 63% of respondents were interested in Priority 2 and in particular to the topic: *Advance Monitoring and Coordination of EU R & D Policies at Regional Level* and they are already part of a transnational network established on other transnational programs. The main difficulty that individual territories present is the resistance of policy makers to change as well as the unclear understanding of European policy and its implementation on their territories.

6 To use interactive approaches to engaging Italian IITDS practitioners with ESPON data, analysis and results

This objective is related both to Step Communications and Step Listening to stakeholders.

The first questionnaire submitted has been structured for stakeholders yet involved in ESPON.

But this kind of public is much differentiated, and then it is important in designing the interactive moment and event to fine-tune the target groups.

Other kind of contact (via mail or by telephone) will be done to high priorities stakeholders.

In particular a different interactive moment, building on the above results, will be devoted to the ITDS stakeholders identified as target groups and will be useful in the INTERSTRAT scheduled first interactive workshop.

This moment will be aimed:

- to make results about ESPON known;
- to make stakeholders aware of relevance of ESPON findings in the elaboration of their ITDS
- to facilitate use of ESPON result in general, and for ITDS more specifically;
- to obtain feed back on interest ESPON domains

Special issue of Newsletter will be devoted to present Italian INTERSTRAT specific activities.

In the light of above analysis it is more useful to present ESPON findings relating to the more prevailing organisation typology (main template according to national Law) for *Regional Territorial Plans*. A *Discussion paper* on topic will be produced to lead the interactive event.

For example it is interesting to give relation among ESPON domains and mandatory regional fields of actions.

It is necessary to design demonstration material with the aim of enhanced ESPON findings into the ITDS in progress.

The interactive workshop then will be structured

- to work with practitioners to diagnose their awareness and understanding of ESPON analysis, their own data needs;
- to identify the main potential relationships of the present Regional Territorial Plans (or also regional sector plans) with the ESPON domains and findings¹
- to identify current strengths and weaknesses in the ESPON domain and findings to answer the regional integrated territorial development .

7 To develop improved dialogue and communication methodologies to transfer ESPON know-how

Identifying priority messages and mechanisms for engagement

Using the outputs of previous phases, the Italian National Engagement Strategy set:

1. general aim and objectives,
2. target audience and networks,
3. methods for developing our database of stakeholders,

¹ ESPON findings may include:

- I. Directly Relevant: ESPON results relating directly to regions practitioners are working in.
- II. Generally Relevant: Results pertaining to trends in spatial and economic development – for example, trends in urban or rural regions – that can inform how practitioners conceive of and understand the areas they are working in.
- III. Methodologies: Methods used in ESPON research that can be applied to ITDS in order for practitioners to better understand the evidence base of their respective regions.

4. the most effective and/or most feasible communications methods,
5. the approach to learning about stakeholder priorities and needs.

The Italian National Engagement Strategy focus on broadly diffused ITDS countryside: the Regional Territorial Plans and therefore the main target audience and network are related with the broad community of stakeholders in charge of regional policies: officers, public servants, academic consultants, regional technicians.

The key message is:

The ESPON can inform your regional integrated strategy

The Regional Territorial Plans should to be Integrated Territorial Development Strategy in the broad context of European Union: ESPON approach, findings and results can be used to better design them.

The most effective communication methods in the Italian ECP experience are the Newsletter and the Info-day events (see above) as well as of course the face-to-face meetings and phone calls.

Then we choice to use the Info-day structure to organise and design the two envisaged interactive events.

We will use also a special issue of Newsletter to disseminate these events.

The first event will be a workshop (scheduled for the next 26 May 2001) and will focus on discussion about ESPON themes and findings can relate with regional territorial plan mandatory contents, with particular attention on relationships with economic development programs and Structural Funds.

The participants to the workshop will receive in advance the Discussion paper on ESPON in Regional Territorial Plan (see Section. 6). During the workshop participants will share their opinions. Observations are recorded. A questionnaire will be submitted.

The translation requirements for the organisation of this first interactive event concern the elaboration of the Discussion paper (Cf. on the basis of ESPON findings (research projects - Applied Research, Target Analysis and Scientific Platform - Final reports).

This will produce the development and targeting of the key messages which highlight the opportunities for ITDS practitioners to:

- access new strategic knowledge, information and concepts for their planning practice
- set their experience in the wider European context; and
- make strategic connections with other practitioners.

The outputs will be useful to design specific demonstration materials.

They need to demonstrate the application of ESPON results to examples of Regional Territorial Plans selected following geographic criteria and different methodological approaches in order to have representative (no best practice) Italian experiences.

It is necessary to identify evidence/research requirements – the existing evidence base and the gaps in this and to identify specific ESPON results that can support the preparation or monitoring of the Regional Territorial Plans.

A second interactive event will test the use of the demonstration material. It is scheduled in next September/October 2011 in contemporary with the Italian ECP

Infoday.

In designing demonstration material will be reflected practitioner priorities as expressed in the interactive moments. For example it is possible to focus on *Advance Monitoring and Coordination of EU R&D Policies at Regional Level* as expressed in first questionnaire.

Other critical node to focus for regional stakeholders is about the unclear understanding of European policy and its implementation on their territories. The way to present ESPON Programme approach and findings can help to fill this gap.

The translation requirements for demonstration materials concern (as in the case of interactive workshop) the elaboration of specific Italian document on the basis of ESPON findings (research projects - Applied Research, Target Analysis and Scientific Platform - Final reports).

8 Evaluation

The evaluation of Italian Engagement strategy, building on evaluation framework proposed will be related to the project objectives.

The indicators (both qualitative and quantitative) can vary relating the specific Italian ECP situation. The cost is not so easy to define for such kind of complex activities.

Common definition on evaluation and indicators will be agreed among partners.

A Framework for Evaluation of Engagement Strategies

Objectives	Indicators	What we did	The cost	The results	Lessons for future engagement strategies.
To develop the engagement capacity of the national ECP	e.g. ECP resources No national funding for usual ECP activities: INTERSTRAT funds			% of INTERSTRAT funds devoted to interactive events organisation	
To identify current and potential stakeholders and the building of contact databases by each ECP:	e.g. Stakeholders, networks and partnerships; Size and characteristics of database	Enlargement of Initial database		% of increase of contacts	
To develop an understanding of what ITDS stakeholders want from ESPON	e.g. Feedback on stakeholder needs Number of answers to questionnaire	Submission of questionnaire		Knowledge on stakeholders needs on ESPON	
To develop	e.g. Demand for	Submission of		Knowledge	

improved dialogue and communication methodologies to transfer ESPON know-how (i.e. territorial themes; use of applied research results; policy recommendations; etc.)	use of demonstration material and interactive approaches Number of participants in interactive workshops	second questionnaire about Discussion paper in the first interactive event		on stakeholders needs on use of ESPON on ITDS	
To develop transfer of engagement practice between ECPs	e.g. Project Workshops participation; e.g. Publications on ESPON INTERSTRATweb portal Transnational participation in events.	Participation of two ECPs in interactive events.		Comment of guest ECP on interactive events	