

RE·PLA

recovering places with you

GUIDELINES



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Preface

RE.PLA.Y – *Recovering Places With You* project has been developed within the framework of the fuTOURiSME programme¹, a European initiative co-funded by the EU Single Market Programme aimed at supporting small and medium-sized enterprises (SMEs) in the tourism sector in their transition toward more sustainable, resilient and digitally enabled business models. The programme promotes innovation and capacity building in experiential tourism, helping organisations respond to the evolving social, environmental and economic challenges that have emerged in the aftermath of the COVID-19 pandemic. Through training, funding opportunities, and the sharing of best practices, fuTOURiSME encourages the adoption of twin transition solutions — digital and sustainable — across the tourism ecosystem.

Within this context, the project **RE.PLA.Y – Recovering Places With You**, implemented by Cooperativa Alfieri², explores new ways of social and inclusive tourism opportunities through **participatory processes and upcycling methodologies**. The present document collects the key learnings, approaches and operational insights developed during the project and translates them into practical guidelines.

The main objective of these guidelines is twofold. First, they aim to provide a structured framework for communicating the project experience, enabling stakeholders to clearly understand its methodology and results. Second, they seek to support the replicability and scalability of the model, offering a set of **principles, tools and recommendations** that can be adapted and applied in other territories or projects interested in tourist experiences linked to issues of public interest such as upcycling, social inclusion, regeneration, eco-design practices, low impact living lifestyles.

These guidelines are intended for a broad range of users. They may be useful for cultural and tourism SMEs, social cooperatives, local authorities, cultural organisations, and community-based organization interested in activating social and inclusive tourism experiences characterized by participatory processes.

¹ <https://www.futourisme.eu/>

² <https://alfieri.coop/>

1. Introduction to the RE.PLA.Y project

1.1 Origin of the Project

The **RE.PLA.Y – Recovering Places With You** project was developed by **Cooperativa Alfieri**³, a social cooperative operating in accordance with Italian Law 381/1991. The cooperative pursues social inclusion and individual development through work activities with a strong inclusive impact, combining the management of social and cultural services with the promotion of employment opportunities for vulnerable and disadvantaged individuals.

Cooperativa Alfieri is committed to responding to evolving social needs by providing diversified opportunities for housing, assistance and autonomy. In addition to offering sustainable and temporary housing solutions for students, young people and families, the Cooperative promotes forms of hospitality that connect social inclusion with local development. Since 2019, it has managed several hospitality facilities in Turin: the hostels **Alfieri Uno** (Via Pinerolo 17) and **Alfieri Due** (Corso Racconigi 143), as well as a holiday home in Corso Vercelli 32.

Within this framework, tourism has gradually become an important dimension of the Cooperative's vision. Rather than approaching tourism as a purely economic activity, Cooperativa Alfieri interprets it as an opportunity to transform social needs and local vulnerabilities into innovative drivers of community regeneration.

Tourism, in this perspective, becomes a tool for revitalising neighbourhoods, strengthening relationships between people and places, and fostering inclusive development.

The RE.PLA.Y project emerged from this approach. Its main objective is to promote forms of tourism with a strong territorial impact through the experimentation of inclusive, participatory and replicable tourism experiences. These experiences are based on a participatory process that actively involves three categories of participants: “Long-term citizens” – local residents; “One-day citizens” – tourists; “citizens of tomorrow” – students.

By bringing together these different groups, the project creates opportunities for dialogue, cultural exchange and collective learning. Each experience consists of three phases – a walking tour, a creative workshop and a shared lunch – inviting participants to explore neighbourhoods not only as visitors, but **as temporary members of the community**.

In this sense, RE.PLA.Y represents an example of “*glocal*” tourism, where local identity and global mobility intersect to generate meaningful and transformative experiences for both residents and visitors.

The project was implemented in collaboration with, and with the support of the Politecnico di Torino – Department of Architecture and Design⁴, which provided technical support during the design, implementation, and evaluation phases of the tourism experiences.

It also involved Cooperativa Animazione Valdocco⁵, which contributed through two of its services—the “Casa di Ospitalità Notturna Ghedini” and the “Centro Diurno ArtCADD”—and engaged educators in the co-design and delivery of the two tourism experiences in Turin. The tourism experience in Grugliasco was developed thanks to the involvement of the service and educators of “L’Officina Art&Fatti” of Cooperativa Alfieri.

Three tourism experiences were therefore designed with the same structure but implemented in three different locations: two districts in Turin—Vanchiglia and Barriera di Milano—and in the Municipality of Grugliasco.

1.2 Territorial and Social Challenges Addressed

The development of the RE.PLA.Y project responds to a number of territorial and social challenges affecting contemporary urban contexts and the tourism sector.

³ <https://alfieri.coop/>

⁴ <https://www.dad.polito.it/>

⁵ <https://cav.lavaldoceo.it/>

First, tourism demand in Europe is increasingly oriented toward more sustainable and authentic travel experiences. As outlined by the *Transition Pathway for Tourism*⁶, a large majority of travellers are willing to change their habits to adopt more responsible behaviours, such as consuming local products, reducing environmental impact, travelling outside peak seasons or visiting less crowded destinations. At the same time, many travellers express a growing interest in experiences that allow them to engage with local culture and communities.

Second, many urban neighbourhoods face challenges related to social fragmentation, reduced community interaction and limited visibility within traditional tourism circuits. Areas rich in social initiatives, cultural organisations and community projects often remain excluded from mainstream tourism narratives, despite their potential to offer meaningful experiences rooted in everyday life.

Third, there is an increasing need to develop tourism models that are inclusive and accessible, **both for visitors and for residents**. This includes creating opportunities for citizens who may have limited travel experience, as well as for vulnerable groups supported by social services, to actively participate in cultural and tourism activities.

During the implementation of the project, several operational challenges also emerged, including:

- Engaging the target audience and ensuring active participation from citizens, tourists and students;
- Reaching new potential visitors interested in sustainable, participatory and inclusive tourism experiences;
- Designing thematic and inclusive itineraries that are accessible and replicable in different urban contexts.

To address these challenges, the project adopted a combination of strategies, including targeted communication actions, the use of digital platforms (such as Instagram⁷ and event-sharing platforms), and collaboration with local organisations and neighbourhood network.

1.3 Alignment with the Transition Pathway for Tourism

The RE.PLA.Y project aligns with the strategic framework outlined in the **Transition Pathway for Tourism**⁸ developed by the European Union, particularly with regard to **Topic 7 – Circularity of tourism services** and **Topic 26 - Tourism Services for Visitors and Residents alike**, which focus on sustainability, community engagement and inclusive tourism services.

Topic 7 encourages tourism actors to adopt practices that reduce environmental impact and promote more responsible consumption patterns. RE.PLA.Y contributes to this objective through several actions embedded in its experiential activities:

Topic 7 Circularity of tourism services

- Developing the use of locally supplied ingredients with low environmental footprint to reduce the environmental impact of food services
- Reducing food waste in the hospitality industry
- Reducing and separating the overall waste of tourism services
- Increasing water efficiency, reducing water stress and pollution, and improving sanitation

- the consumption of **locally sourced products (Km0)** during shared meals and community lunches;
- **low-impact mobility**, particularly through guided walking tours exploring neighbourhoods;
- awareness of **waste reduction and responsible consumption**, including the reduction of food waste;
- creative workshops based on **recycling and upcycling principles**, where participants transform unused materials such as paper, wood or fabric into new

⁶ https://transition-pathways.europa.eu/system/files/2024-09/Transition_Pathway_For_TourismFEB2022_correctedlink.pdf

⁷ https://www.instagram.com/cityb_ites/

⁸ https://transition-pathways.europa.eu/system/files/2024-09/Transition_Pathway_For_TourismFEB2022_correctedlink.pdf

objects.

These activities encourage participants to reflect on sustainability not only as an environmental issue but also as a daily practice connected to creativity, awareness of resource waste and responsible lifestyles.

Topic 26: Tourism services for visitors and residents

- Diversifying and developing tourism services so that they benefit both residents and visitors
- Taking into account different types of customers, such as families or individuals, as well as people with disabilities or different religious, spiritual, or sexual orientations

The project also responds strongly to the objectives of Topic 26, which aims to develop **tourism experiences that benefit both visitors and local communities** while promoting inclusive participation. RE.PLA.Y fosters strong relationships between tourism actors and local communities by involving residents and local organisations in the design and delivery of tourism experiences.

1.4 The Intervention Model

At the core of the RE.PLA.Y project is the design and implementation of sustainable, participatory and inclusive tourism experiences that foster cultural exchange and social interaction between residents, tourists and students.

Each experience consists of three phases – a walking tour, a creative workshop, and a shared lunch – inviting participants to explore neighbourhoods not only as visitors, but as temporary members of the community.

In fact, participants take part in exploratory walks through two neighbourhoods in Turin and in the Municipality of Grugliasco, visiting places that can be described as “*construction sites of living, creativity and proximity*”— places where social inclusion and community work take place everyday: L’Officina Art&fatti⁹, managed by Cooperativa Alfieri, and Casa di Ospitalità Via Ghedini and Centro Diurno Artcadd¹⁰ managed by Cooperativa Animazione Valdocco ETS¹¹.

These places - locally rooted social services - play an active role in strengthening social ties and promoting active citizenship.

By visiting them, participants gain a deeper understanding of how local networks contribute to community resilience and social inclusion.

During creative workshops, participants are involved in hands-on activities and work side by side to transform everyday objects according to upcycling and recycling principles, combining creativity, sustainability and social participation.

During the shared lunch, participants come together in a convivial setting that marks the conclusion of the tourism experience. This moment is designed to foster social interaction, mutual understanding and exchange among people from different backgrounds and cultures, while also encouraging informal dialogue and relationship-building. The meal offers simple, authentic dishes prepared with locally sourced ingredients, inspired by the principles of the Mediterranean diet, thus further reinforcing the link between sustainability, local food systems and social inclusion.

This intervention model demonstrates how tourism can move beyond traditional forms of passive consumption and evolve into a participatory process that connects people, places and local social services, contributing to both social cohesion and sustainable approaches. Within this framework, visitors are not passive consumers but active participants in local life, engaging directly with communities, practices and spaces throughout the entire experience.

⁹ <https://alfieri.coop/lofficina/>

¹⁰ <https://cav.lavaldocco.it/phocadownload/CARTA%20DEL%20SERVIZIO%20ARTCADD.pdf>

¹¹ <https://cav.lavaldocco.it/>



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RE·PLA recovering places with you

by alfieri cooperativa sociale



2. Structure of the intervention model

2.1 Areas of intervention

The RE.PLA.Y project is structured around three interconnected areas of intervention: inclusive and participatory tourism, co-design and local stakeholder engagement and sustainability, following the scope of the “Open Call for Innovative Projects in Tourism”¹². Together, these dimensions define an integrated and innovative approach to local development.

Inclusive and participatory tourism represents the core of the model. A key feature is the activation of three locally rooted social services L’Officina Art&fatti, Casa di Ospitalità Via Ghedini and Centro Diurno Artcadd, as hosts of tourism experiences.

These spaces—already engaged in working with diverse target groups including people with disabilities, individuals experiencing homelessness, and migrant families—are repositioned as cultural and social hubs open to both citizens and visitors.

Tourism experiences are thus embedded in real community contexts, fostering authentic interaction and mutual understanding.

Participant groups are heterogeneous, including elderly people, young people, workers, and individuals with disabilities, ensuring a genuine process of inclusion and exchange. This diversity enhances the social impact of the experiences and promotes peer-to-peer learning, moving beyond passive forms of tourism consumption.

Co-design and local stakeholder engagement. The model is grounded in a two-level co-design process that strengthens the involvement of local stakeholders and enhances the authenticity of the tourism experience. At a first level, Cooperativa Alfieri identified three locally rooted social services (L’Officina Art&fatti, Casa di Ospitalità Via Ghedini, and Centro Diurno Artcadd) suitable and available to collaboratively design and implement the walking tours.

At a second level, educators from these social services activated networks within the neighbourhoods, involving local entities and community-based organization: these actors were invited to become meaningful stops along the itineraries.

This approach brings together social services and local entities—such as Therese Bookshop¹³ in the Vanchiglia district, Casa del Quartiere – Bagni Pubblici in Via Agliè¹⁴ managed by Cooperativa LiberiTutti¹⁵, and Cooperativa ASAI¹⁶ in Barriera di Milano—integrating them into the tourism routes not only as physical landmarks, but as living expressions of local community life. In doing so, the tourism experiences go beyond the discovery of urban spaces in Turin and Grugliasco, offering visitors the opportunity to engage with the social and cultural fabric of each neighbourhood.

As a result, tourists, “one-day citizens” can immerse themselves in an authentic community experience of the city, while residents and students are encouraged to rediscover familiar places from new perspectives and to connect with previously unknown local reference points.

Sustainability. From an environmental perspective, the model adopts an eco-friendly approach across all tourism experiences. This includes low-impact mobility solutions such as walking tours, the promotion of circular economy practices, and the use of local (0 km) food. Particular attention is paid to reducing waste, for example by preparing meals based on the exact number of participants and using compostable tableware during shared lunches.

Sustainability is also embedded in the design of workshop activities, which combine inclusion with environmental awareness through hands-on practices such as upcycling, reuse of discarded materials (paper, wood, fabric), and creative recycling processes. These activities not only reduce environmental impact but also foster learning, creativity, and collective responsibility.

¹² <https://www.futourisme.eu/support-to-smes>

¹³ <https://www.libreriatherese.it/>

¹⁴ <https://www.retecasesedelquartiere.org/bagni-pubblici-di-via-aglie/>

¹⁵ <https://www.coopliberitutti.it/>

¹⁶ <https://asai-terremondo.it/asai>

In line with the twin transition objectives of the “Open Call for Innovative Projects in Tourism”, the model also integrates a strong digitalisation component aimed at increasing visibility, accessibility, and market competitiveness. Cooperativa Alfieri developed a dedicated brand identity for the tourism experiences under the name “City Bites”, strengthening their recognisability and positioning within the local tourism offer. A dedicated Instagram page - [@citybites/](https://www.instagram.com/citybites/) - was launched to support communication and community engagement, while promotional and communication materials were primarily designed in digital formats to reduce resource consumption and ensure wider dissemination. In addition, a landing page - <https://alfieri.coop/replay-city-bites/> - and an Eventbrite account were activated to provide added-value services for both tourists and residents, facilitating the promotion, booking, and management of experiential events.



2.2 Structure and Implementation Phases

The intervention model is based on a structured yet flexible implementation framework. The model is articulated into a sequence of interconnected phases that guide the process from initial activation to the delivery of tourism experiences, while allowing adaptation to different local contexts.

The overall structure follows a participatory approach, ensuring the active involvement of educators working within the three locally rooted social services hosting the tourism experiences, throughout all stages of implementation. These educators act as community managers. This approach enhances local ownership, strengthens networks, and contributes to the long-term sustainability of the intervention. A project manager oversees and monitors the overall progress of the project.

The implementation process is organised into four main phases:

1. an initial start-up and activation phase, focused on engaging local actors, selecting services, and establishing operational working groups;
2. a co-design and network-building phase, aimed at defining the tourism experiences and consolidating partnerships at the local level;
3. a communication and positioning phase, dedicated to the development of a coherent narrative, branding, and digital outreach strategy;
4. a delivery phase, in which the tourism experiences are implemented, tested, and refined through direct interaction with participants.

These phases are not strictly linear; rather, they are iterative and mutually reinforcing. Feedback collected during the delivery of experiences informs ongoing improvements in design, communication of the experiences, and tourist engagement.

Overall, the phased structure provides a replicable and scalable framework that can be transferred and adapted by SMEs and local ecosystems across different European contexts, contributing to the development of innovative and resilient tourism models.

The four phases are outlined in detail in the following sections.

2.3 Detailed implementation phases

PHASE 1. Start-up and Establishment of working team

The first phase focuses on activating the local ecosystem and establishing the operational structure required for implementation, including governance mechanisms and the clear definition of roles and responsibilities. This phase includes:

- Definition of the working group composition: 1 Project Manager, 1 Full Professor in Design from Politecnico di Torino – Department of Architecture and Design, 3 Community Managers, and 1 representative from Cooperativa Alfieri.
- Identification and selection of locally rooted social services based on the following criteria: openness of the service to the public, capacity to host and manage workshops related to reuse and upcycling, characteristics of the neighborhood in which the service is located, and the possibility of involving service users as tutors supporting the activities.
- Definition of the thematic areas of each tourism experience linked to the mission of the social services hosting the tourism experiences – Within the framework of City Bites were Art & Disability and Social & Urban Regeneration

Community Manager

An educator working within the social service hosting the tourism experience. The Community Manager is actively involved in the co-design and implementation of the walking tour and related creative workshops. He/She also responsible for identifying and engaging local neighbourhood actors and/or community-based organisations operating within the same District.

PHASE 2. Definition of tourist experiences and network building

The second phase focuses on the co-design of the tourism experiences and the consolidation of local networks within each target neighbourhood. Building on the operational structure established in Phase 1, this phase aims to define the content, format, and narrative of the walking tours through a participatory and place-based approach.

This phase includes:

- Collaborative co-design of the tourism experiences involving Community Managers, the Project Manager, the Full Professor in Design (Politecnico di Torino – Department of

- Architecture and Design), and Cooperativa Alfieri, ensuring alignment with the RE.PLAY project objectives;
- Definition of the itineraries based on the following criteria, where applicable: accessibility for people with disabilities, duration of the route, individuation of points of tourist and cultural interest in the neighborhoods.
 - Selection of the most meaningful stops within each itinerary;
 - Mapping and engagement of local stakeholders, including neighbourhood-based organisations, cultural actors, and community hubs already active within the Districts, such as Therese Bookshop (Vanchiglia district), Casa del Quartiere Bagni Pubblici di Via Agliè, and ASAI Cooperative (Barriera di Milano district), among others;
 - Definition of experiential components of the tours, integrating urban exploration with participatory activities, storytelling, and community interaction.

Through this process, each tourism experience is shaped as a collective and context-specific narrative of the neighbourhood, strengthening connections between social services and the wider local ecosystem. The resulting network-building activity contributes to reinforcing trust, collaboration, and visibility among local actors, while ensuring that the experiences are deeply embedded in the social and cultural fabric of each area.

The three designed tourist walks are the following:

- *Transformations: exploring, discovering and transforming together* in the Barriera di Milano district (Turin), hosted by the social service Casa di Ospitalità Notturna Via Ghedini, managed by Cooperativa Animazione Valdocco
- *A Journey through stories, faces and creativity in the heart of Vanchiglia* in the Vanchiglia district (Turin), hosted by Centro Diurno Artcadd, managed by Cooperativa Animazione Valdocco
- *Art&Fatti Tour* in the city of Grugliasco, hosted by L'Officina Art&Fatti, managed by Cooperativa Alfieri

Transformations: exploring, discovering and transforming together

A journey exploring the symbolic boundaries and sites of social transformation, this experience offers an exploratory and storytelling-based walk through the neighbourhoods of the northern outskirts of Turin, from the Alfieri Hostel in Via Pinerolo to the Public Baths in Via Agliè. The itinerary includes a collective upcycling and creative reuse workshop, developed in collaboration with the inclusive and participatory design laboratory "Costruire Bellezza" of the Department of Architecture and Design at Politecnico di Torino. The experience concludes with a light lunch.

A Journey through stories, faces and creativity in the heart of Vanchiglia

A guided experience through the Vanchiglia and Vanchiglietta districts of Turin, accompanied by storytelling curated by the Therese bookshop, which explores the neighbourhoods through anecdotes and local stories. The itinerary concludes at the Artcadd Day Centre for people with disabilities, where participants take part in a hands-on craft workshop together with the centre's users. The experience concludes with a light lunch.

Art&Fatti Tour

A guided experience in the park that once hosted the former Psychiatric Hospital of Collegno, accompanied by storytelling that explores and reflects on the history of this place. The itinerary concludes at L'Officina Art&fatti in Grugliasco, a space dedicated to beauty, regeneration and reuse through upcycling and active participation of people with disabilities. Here, participants take part in a workshop focused either on the construction of a small object using wood scraps or on the creation of a coin purse made from recycled fabrics. The experience concludes with a light lunch.

At the end of the RE.PLAY project (31.03.2026), a total of 15 walking tours were implemented, involving 120 participants.

PHASE 3. Communication framework development

The third phase focuses on the development of an integrated communication framework that supports the visibility, positioning, and identity of the tourism experiences, which represent the core action of the REPLAY project. Within this framework, a dedicated brand identity was created under the name “CITY BITES”, designed to convey an innovative and immersive approach to urban exploration.

The conceptual foundation of City Bites draws on the idea of emotional geography, understood as the intersection of multiple

disciplines—including geography, cognitive and landscape psychology, anthropology, sociology, architecture. This interdisciplinary perspective enables a narrative of place that not only describes urban environments but also interprets them as spaces capable of generating emotions, encounters, and shared meanings among residents and visitors.

In line with the key features of RE.PLA.Y project, City Bites explores neighbourhoods beyond the city centre through the stories of those who actively live them on a daily basis. Each stop along the walking tours becomes an opportunity for an authentic community experience of Turin and Grugliasco, both for tourist and residents which are encouraged to rediscover familiar places from new perspectives and to connect with previously unknown local reference points.

The communication framework is structured around the two main thematic areas: Art & Disability and Social & Urban Regeneration - linked to RE.PLA.Y project objectives and the mission of the social services hosting the tourism experiences.

From a methodological perspective, the visual and narrative identity of City Bites is also informed by psychogeography and experimental cartography.

References to historical and contemporary visual experiments in psychogeography and mapping—such as Guy Debord’s *Guide Psychogéographique de Paris*, Constant Nieuwenhuys’ *New Babylon*, Ralph Rumney’s *The Leaning Tower of Venice*, psychogeographical maps from the London Psychogeographical Association, and projects such as *Yellow Arrow* or *Judgmental Maps*¹⁷—further contribute to shaping a communication language that merges storytelling, urban exploration, and participatory mapping.



The Instagram page of City Bites is available at the following link:
https://www.instagram.com/cityb_ites/

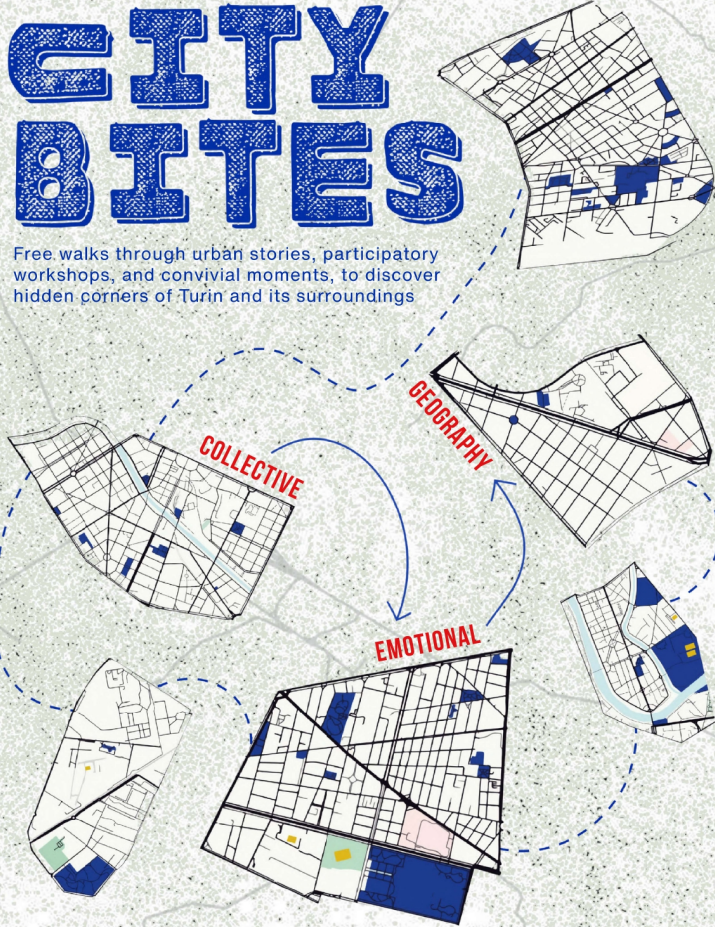
and the landing page is available at the following link:
<https://alfieri.coop/replay-city-bites/>

¹⁷ *Guide Psychogéographique De Paris*, Guy Debord, 1957; *La Mappa Del Paese Della Tenerezza*, Madelaine De Scudery, 1654; *New Babylon*, Constant Nieuwenhuys, 1959-1974.; *The Leaning Tower Of Venice*, Ralph Rumney, 1957; *Mental Maps*, Kevin Lynch, 1960

July-December 2025

CITY BITES

Free walks through urban stories, participatory workshops, and convivial moments, to discover hidden corners of Turin and its surroundings



CITY BITES

COLLECTIVE EMOTIONAL GEOGRAPHY

"Emotional geography comes from the meeting of multiple disciplines: traditional geography, cognitive psychology, landscape psychology, anthropology, sociology, architecture, city planning, and territorial politics. It is a blend of perspectives that serve one another with the aim of telling the stories of places, revitalizing spaces, protecting landscapes, and creating areas capable of evoking positive emotions in citizens and visitors—or even simply fostering exchanges of ideas and encounters."

With City Bites, we explore neighborhoods beyond the city center through the stories of those who transform them every day. Each stop becomes an opportunity to collaboratively create artifacts where everyone contributes their own talent, breaking down stereotypes and predefined roles.

Through the two thematic areas:

- Art & Disability
- Community & Regeneration

we discover gathering spaces, places of solidarity, and exchange born from the commitment of local organizations. These are concrete examples of resistance, hope, and innovation that have transformed the neighborhood. It's an experience that invites you to "get your hands dirty" by recovering and reusing old objects, giving them new life in a process that speaks of sustainability and creativity.

Each walk is limited to a maximum of 15 participants and, depending on the needs, can be conducted in Italian, English, French, or Arabic.

Registration is mandatory through the online ticketing platform EventBrite.

DISCOVER THE PROJECT



PHASE 4. Delivery of tourism experiences

The fourth phase focuses on the implementation, testing, and iterative refinement of the tourism experiences developed in the previous phases. This phase represents the operational core of the model, where the designed itineraries are activated and delivered in real contexts across the selected neighbourhoods of Turin and Grugliasco.

The delivery of the experiences is led by Community Managers.

This phase includes a logistical component:

- uploading each tourism experience to the “Eventbrite” booking platform;
- promoting the tourism experiences through sponsored content on the City Bites Instagram page;
- managing registrations through a designated coordinator, including direct contact with each participant to confirm attendance and collect information on possible allergies, which is necessary for the organisation of the lunch.

It also includes a second, operational component for each tourism experience, hosted by local social services:

- a guided walking tour;
- a participatory and hands-on workshop;
- a light lunch.

Each experience is designed as an immersive and interactive process, where storytelling, workshops, and informal exchanges enable participants to “experience the city from within.” The activities aim to foster social inclusion, intercultural dialogue, and mutual recognition between visitors and local communities.

The delivery phase also serves as a testing ground for continuous improvement. Feedback collected from participants, Community Managers, and local stakeholders is systematically gathered and used to refine both the content and organisation of the experiences, as well as communication and engagement strategies.



3. Beyond the Project: Replicability Perspectives

3.1 City Bites – Wish You Were Here, Politecnico di Torino

The Department of Architecture and Design at Politecnico di Torino provided technical support to the implementation of the project. It also played a key role in the evaluation process and in identifying elements of scalability and replicability to ensure the long-term sustainability of the City Bites experience.

The evaluation phase was carried out within the *Polito Design Workshops*¹⁸. Within this framework, the RE.PLA.Y project was proposed to students under the title “City Bites – Wish You Were Here” workshop.

A group of 12 students, supported by two tutors—a social designer and a cultural anthropologist—selected by the Department of Architecture and Design, were invited to take part in the three City Bites tourism experience.

Following this workshop, participants were asked to develop a critical reflection on the activities, leading to the formulation of pre-concepts, i.e. preliminary design proposals aimed at strengthening specific components of the project.

The central three days of the workshop were dedicated to direct participation in the City Bites experiences, structured into urban exploration moments, hands-on workshop activities, collective lunches, and focus group sessions and design reflection activities.

The sequence of the walks was as follows:

- Art&fatti Tour (Grugliasco)
- A journey through stories, faces and creativity in the heart of Vanchiglia (Turin)
- Transformations: exploring, discovering and transforming together (Turin)

Across all days, the shared lunch and workshop activities represented key moments for relationship-building and for the direct observation of social inclusion practices.

The operational format of the tourism experiences during the workshop mirrored the one previously delivered to the general public: meeting at the starting point of the itinerary, place-based storytelling, arrival at the workshop venue, creative activity, and collective lunch.

At the end of each experience, participants were involved in structured reflection sessions, first in sub-groups and subsequently in plenary. These sessions allowed the experiences to be reinterpreted and progressively supported the development of design proposals.

These three focus group sessions enabled the identification of strengths, weaknesses, and recommendations for each typology of tourism experience, allowing the whole working group to focus attention on a set of concrete actions across the three phases that structure the experiences. If implemented, these actions could further enhance the tourism offer developed by Cooperativa Alfieri, improving both its quality and its capacity to generate inclusive and meaningful tourists engagement.

The following section presents a set of recommendations intended for the users of this guideline who are interested in developing similar tourism experiences within their own territorial contexts. The recommendations are organised according to the main components of the experience, namely the guided walking tour, the creative workshops, and the light lunch.

¹⁸ A one-week workshop series organized every year by the Design Degree Programme at the Politecnico di Torino since 2000.

3.2 Recommendations

For the design of inclusive and participatory tourism experiences, the following elements are recommended:

- Design itineraries that are free from architectural barriers, also encouraging reflection on the accessibility of public space among people without mobility impairments;
- Explore alternative participation formats beyond online registration, such as invitation-based walks or mandatory registration in pairs, in order to engage individuals who may feel reluctant to participate alone;
- Strengthen pre-experience communication to better align expectations with the actual experience, for example by clearly outlining the level of participant involvement required, the social nature of the project, and the type of hands-on activities involved;
- Encourage social interaction among participants by introducing ice-breaking activities at the beginning of the experience and between the walking tour and the workshop;
- Facilitate exchange among participants by including moments of introduction or mediation and supporting conversations through prompts;
- Create connections between the walking tour and the workshop through bridging elements, such as bringing symbolic objects from the walk into the workshop; including a moment of synthesis after the walk (e.g. “what I felt / what I take away”) to be translated into hands-on activities; and encouraging the creation of outputs that reflect the experience rather than standardised products.

For the implementation of guided walking tours, it is recommended to:

- Develop a narrative of the neighbourhood that includes anecdotes, information, myths and local stories, in order to enhance the cultural and identity value of the experience and stimulate curiosity also among residents;
- Promote a collective narrative by valuing the network of local actors and collaborations within the neighbourhood;
- Where multiple narrators are involved, ensure continuity between them and prioritise the involvement of local actors, in order to foster a more authentic experience;
- For socially oriented tours, clearly define the narrative approach proposed to participants (e.g. present-day value of the location, historical transformation, social mission), in order to avoid the risk of sensationalising hardship;
- Use the walking tours as an opportunity to present the services provided by local organisations within the neighbourhood (e.g. community centres, libraries, associations, sports organisations, student housing, etc.).

For the implementation of creative workshops, it is recommended to:

- Pay attention to the physical space where the activity takes place, in terms of capacity, acoustics and interior design;
- Assess whether the workshop should produce a tangible takeaway (e.g. a coin purse, bookmark, wooden object), making the experience portable and shareable, or whether it should instead enhance participants’ contribution to the place, reinforcing the idea of leaving something behind or contributing to the site, thus encouraging return visits;
- Provide clear guidance in the selection of activities, especially where multiple workshops are offered, and include clear initial instructions;
- Evaluate the proposed hands-on activities in terms of their level of engagement;
- Take into account the “profile” of participants and calibrate collaborative practices to ensure a positive experience for both hosts and participants;

For the organisation of the light lunch, it is recommended to:

- Prioritise locally sourced food (short supply chain);
- Prefer meals prepared specifically for the occasion, ideally connected to the characteristics of the neighbourhood;

- Frame the lunch as a social “device” by carefully designing the setting (ensuring that those who prepare and manage the food can also sit with participants) and by introducing light facilitation elements, such as collective questions, shared prompts, or small rituals that feel natural and not forced.

4. Annex and Tools

4.1 Communication materials

- *Transformations: exploring, discovering and transforming together - Turin*
- *A Journey through stories, faces and creativity in the heart of Vanchiglia - Turin*
- *Art&Fatti Tour - Grugliasco*

CITY BITES

COLLECTIVE EMOTIONAL GEOGRAPHY

JULY 17



FREE REGISTRATION

For information
+39 3703001577
petrucci.loris@merak.coop



A tour to discover the symbolic boundaries and the sites of social transformation featuring:

- an exploratory walk through the northern suburbs of Turin, visiting social and educational work sites presented through short storytelling sessions;
- a collective workshop on upcycling and creative reuse, organized in collaboration with the social inclusion and participatory design lab “Costruire Bellezza” (Building Beauty) of the Department of Architecture and Design at the Polytechnic University of Turin;
- a light lunch provided by Alfieri Catering.

ITINERARY DETAILS

- **09.30 am:** meeting point at Ostello Alfieri 1, Via Pinerolo 17, Turin: start of the walk through the “construction sites of living.”;
- **10.00 am:** Casa del Quartiere Bagni Pubblici di Via Agliè: “construction sites of proximity.”;
- **11.00 am:** “Costruire Bellezza” collective workshop, Via Ghedini 6, Turin: “construction sites of creativity.”;
- **01:00 pm:** light lunch;
- **02:00 pm:** end of the itinerary and participants’ farewell.

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CITY BITES

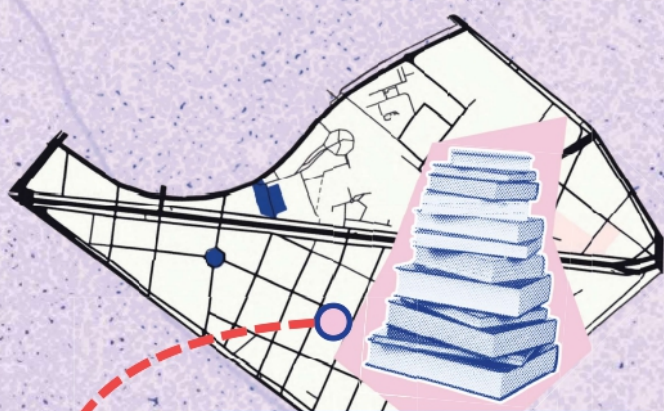
COLLECTIVE EMOTIONAL GEOGRAPHY

NOVEMBER 27



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For information
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Libreria Therese
Corso Belgio 49

A **guided experience** through the neighborhoods of Vanchiglia and Vanchiglietta in Turin, featuring:

- **storytelling** curated by the Therese Bookshop, sharing the neighborhoods' curiosities and stories;
- **craft workshop** together with the participants of the Artcadd Day Center for people with disabilities.
- **light lunch** provided by Alfieri Catering.

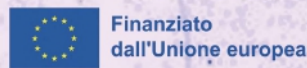
ITINERARY DETAILS

- **10.00 am:** meeting point at Piazza Santa Giulia, Turin: start of the walk through the market stalls;
- **following:** storytelling;
- **11.00 am:** craft workshop at the Artcadd Day Center, Via Mongrando 32;
- **01:00 pm:** light lunch;
- **02:00 pm:** end of the itinerary and participants' farewell.

Centro Diurno
Art CADD
Via Mongrando 32

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DECEMBER 5

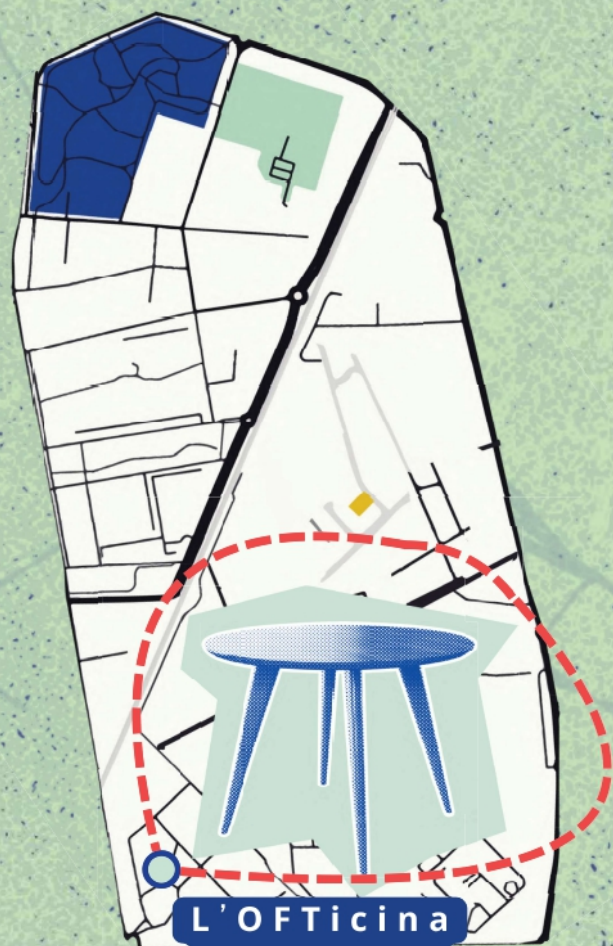


FREE REGISTRATION

For information
+39 3703001577
petrucci.loris@merak.coop

A guided experience in the park that once hosted the former Psychiatric Hospital, featuring:

- **storytelling** about the history of this place;
- collective **upcycling** and creative reuse **workshop** at Officina art&fatti in Grugliasco, a place for people with disabilities and a space of beauty, renewal, reuse, and purpose;
- **light lunch** provided by Alfieri Catering.



L'OFFICINA
Art&fatti
Via Sabaudia 164

ITINERARY DETAILS

- **10.00 am:** meeting point at Grugliasco train station: start of the walk in the park;
- **following:** storytelling;
- **11.00 am:** workshop at Officina arti&fatti, Via Sabaudia 164, Grugliasco;
- **01:00 pm:** light lunch;
- **02:00 pm:** end of the itinerary and participants' farewell.

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4.2 Experience Presentation Sheet Template

EXPERIENCE TITLE	
EXPERIENCE SUBTITLE	
ABSTRACT	
GENERAL INFORMATION	
<i>Date</i>	
<i>Duration</i>	
<i>Cost</i>	
<i>Language</i>	
<i>Number of participants</i>	
<i>Meeting point address</i>	
<i>Google Maps link</i>	
<i>Time</i>	
<i>End point address</i>	
ACTIVITY DESCRIPTION	
<i>Organisation of the experience and description of the activities carried out by participants: Guided walking tour, workshop and shared lunch.</i>	
Why participate	
Useful information	
<i>For example:</i> <ul style="list-style-type: none"> - Please arrive at the meeting point at least ten minutes before the start of the tour; - Wear a hat and comfortable shoes; - Minors must be accompanied by an adult; - Dogs are/are not allowed; - In case of cancellation due to unforeseen circumstances, participants will be notified by email. 	
Accessibility	
<i>(For example – see the box below)</i>	
Guidance for providing accessibility information:	
<ul style="list-style-type: none"> - Describe accessibility features in a clear and detailed way (e.g. type of terrain and slope, presence or absence of lifts/elevators, door widths suitable for wheelchair access, etc.); - Provide information on the availability of accessible toilets; - Indicate whether parking is available near the meeting point or whether it can be reached by public transport; - Provide information about the environment where the experience takes place (lighting, noise levels, crowding); - Indicate whether breaks with seating opportunities are provided; - Specify whether information will be provided through alternative communication formats (e.g. audio, video, sign language, etc.) 	
Contacts	
<i>Email:</i>	
<i>Phone:</i>	
<i>Website:</i>	

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