

## **PROMUOVERE LA CONSERVAZIONE PROGRAMMATA SECONDO UN APPROCCIO MULTIDISCIPLINARE E DI KNOWLEDGE MANAGEMENT: BUONE PRATICHE E SPERIMENTAZIONI IN PIEMONTE E LIGURIA**

## **PROMOTING PLANNED CONSERVATION THROUGH A MULTIDISCIPLINARY KNOWLEDGE MANAGEMENT APPROACH: PILOT PROJECTS AND PRACTICES IN PIEDMONT AND LIGURIA**

ALLEGRA ALACEVICH\*, MICHELA CARDINALI\*\*, LAURA FORNARA\*, ANDREA LONGHI\*\*\*, SIMONE MARTINO\*, UMBERTO MECCA\*\*, MANUELA REBAUDENGO\*\*, ANDREA SALICE\*

\*Fondazione Compagnia di San Paolo {allegra.alacevich, laura.fornara, simone.martino, andrea.salice}@compagniadisanpaolo.it;

\*\*Centro Conservazione e Restauro “La Venaria Reale” {michela.cardinali}@ccrvenaria.it

\*\*\*Politecnico di Torino, DIST e R3C {andrea.longhi, umberto.mecca, manuela.rebaudengo}@polito.it

### **Abstract.**

Since three years now, the multidisciplinary research group of CCR La Venaria Reale and R3C of Politecnico di Torino is scientifically supporting the activation and dissemination of new funding initiatives for public and private entities promoted by Fondazione Compagnia di San Paolo through PRIMA call, which pursues maintenance planning logics in a transition from existing cultural policies to a wider dissemination of conservation plans. This complex process is oriented toward the cultural, economic and social sustainability of intervention programs aimed at preserving cultural heritage compendiums located in Piedmont and Liguria Regions. The aim of this contribution is to describe the lessons learnt so far through the two editions of the call, framing the process' method and highlighting in particular the importance of the multidisciplinary- and knowledge management approach: the sharing of specific territorial experiences and the capacity building pathway represent innovative elements that promote the activation of collaborative networks at multiple levels (operational, scientific and programmatic) and open up to the use of new financial tools for a more knowledge-based (in terms of inclusion, participation, education and communication) and economically sustainable management of interventions.

**Keywords:** *PRIMA call, conservation plans, knowledge management approach, multidisciplinary approach, impacts monitoring.*