

# Peccioli Working Village Competition Announcement

## 1. Introduction

- Peccioli Village, on Tuscany hills in the beautiful Valdera.
- A tourism system in development, looking for stimuli and inspiration.
- A Group of professionals from all over the world.
- Nine days to dedicate to work and rest, to the discovery and comparison.
- A company such as Belvedere which has also the aim to promote the development of Peccioli's territory and its economy.

These are the ingredients of Peccioli Working Village, an initiative of Belvedere SpA, in collaboration with Touring Club Italiano through which Peccioli will be transformed in an "industrious village" from 18 to 26 September 2021, a place of encounter between a selected group of professionals, the actors of the local tourism system and the entire community of the village.

## 2. Peccioli, the Orange Flag and The Venice Biennale

Peccioli is a small village immersed in the province of Pisa, for years it has been experimenting with innovative solutions for the promotion of the territory, in the name of sustainability, participation and culture. Since the nineties this village has bet on the possibility of an artistic dialogue between the past and the present, between the medieval layout of the area and contemporary art.

It's in these years that were born the first site-specific interventions such as the installations "Fonte" and "Chiacchiere" by Vittorio Corsini, the "Descending Column" by Hidetoshi Nagasawa, "Acropolis" by Vittorio Messina and "Guests" by Fortuyn/O'Brien, as well as the recent redevelopment of the Via di Mezzo, in the Ghizzano hamlet, thanks to the artists David Tremlett, Patrick Tuttofuoco and Alicja Kwade.

In this journey Peccioli, thanks to the Orange Flags initiative, meets Touring Club Italiano, a private non-profit association that has been taking care of Italy as a common good for 127 years. In 2003 the town was certified with the Touring tourist-environmental quality mark, assigned to small towns in the Italian hinterland which not only enjoy a valuable historical, cultural and environmental heritage, but also offer a quality welcome and demonstrate a sustainable land management.

Peccioli is also a place of experimentation of new economies and a new relationship between territory and tourism. Just think of the virtuous model put in place on waste treatment thanks to Belvedere SpA. The local disposal plant has gradually been transformed into an incubator of innovation, art and social ties which has brought wellbeing,

development, services, clean energy, solidarity projects, educational facilities, museums, media library, music academy, events, cycle paths, sports facilities.

Between May and November 2021 Peccioli is the protagonist of the Italian Pavilion at the 17th International Architecture Exhibition of the Venice Biennale, dedicated to the "Resilient Communities": an exhibition-laboratory where architecture is called upon to interpret and witness the rethinking of the relationship between humanity and habitat, exploring creative solutions to create a new pact with nature.

In the last year, the "Peccioli System" (\*), thanks to the support of Belvedere SpA, has relaunched the development path of a sustainable and integrated system of local tourism. The "Peccioli System" strongly believes in the ability to generate positive energy and bring new perspectives through hospitality and exchange and for this reason it promotes the "Peccioli Working Village" initiative.

*(\*) The "Peccioli System" rests on three fundamental pillars:*

*1. the Belvedere company, which thanks to an effective entrepreneurial management of the plants constitutes the economic engine of the Peccioli system;*

*2. the Municipality of Peccioli, which plays a central role in governing the territory;*

*3. the Peccioliper Foundation, which develops cultural and social activities.*

*To this is added, as another no less important pillar, the role of citizens, exercised both through popular shareholding and through other forms of active participation.*

### **3. Our proposal**

The "Peccioli Working Village" project aims to select six people (called "villagers"), with experience in tourism and communication, for a nine-day "village working" experience, from 18th to 26th September, 2021. A team, formed by Belvedere SpA, Touring Club Italiano, Codici Ricerca e Intervento and local professionals, will organize meetings with local operators, to facilitate the exchange of professional skills, points of view, ideas and tips. The villagers will also have the opportunity to discover all of the experiences that the village offers: from food and wine to wellness, from nature to culture.

The experience will be divided into different types of activities:

- Living everyday life in Peccioli: during the week the selected people will experience the daily life of the village, will be the guests of local tourism operators, carrying on their work remotely. "Peccioli Working Village" wants to favor informal exchange and for this reason it will guarantee the possibility for villagers to benefit from different services and experiences offered by the territory.
- Sharing their skills with the local network: the villagers will participate in meetings and moments of discussion to transfer specific skills and sensitivity to the operators and the community of the village.

- Being part of a community of professionals: Peccioli Working Village, always respecting the life and work times of each one, will stimulate the circulation of skills and knowledge also among the six selected professionals, Touring Club Italiano and Codici Ricerca e Intervento that are supporting the local community in the development of an integrated tourism project.

#### **4. Who we are looking for - Requirements to participate**

We are looking for six professionals in tourism, hospitality and the promotion of the territory. In particular, people with experience in:

1. storytelling, photography, video making and territorial communication
2. territorial marketing, digital platforms, social media, information and communication technologies (e.g. bloggers, journalists and disseminators, influencers, social media managers and content curators, experts in communication for tourism, etc.)
3. art, culture and territory (eg. professionalism in the field of artistic curation and museum management, disseminators and marketing experts in the field of art and culture, etc.)
4. outdoor and adventure (e.g. trekking experts, hiking and outdoor sports experts, professionalism in the definition of hiking trails, etc.)
5. wellness and relaxation (e.g. experts in wellness holidays, experts in yoga courses, mindfulness and wellness retreat, etc.)
6. food and wine (e.g. designers of food and wine experiences, professionalism in the restaurant sector, experts in promoting local products, experts in agriculture, sustainable production, food and wellness, etc.).

The requirements to be able to submit your application:

- eighteen (18) years of age or older
- residence or domicile outside the municipal area of Peccioli
- be the holder of a valid passport/identity document
- good knowledge of English language, written and spoken
- proven skills and experience in one of the above-mentioned sectors

## 5. What we offer - Peccioli and its welcome system

The six selected people will be offered:

- moments to discuss and share skills and experiences with other professionals with similar and/or complementary skills, building a new professional network;
- an opportunity to get in touch with an evolving local, cultural and touristic context;
- cultural, sporting and wellness experiences, and the opportunity to spend working and extra-working time in a small Tuscany village that offers a special welcome;

to all of the participants will also be guaranteed:

- free accommodation in local structures (apartments, farmhouses, B&B);
- vouchers for breakfast, lunch and dinner, to be consumed in the local facilities participating in the initiative;
- internet connection and adequate spaces to work;

Anything not included in the list will be borne by the villagers.

The six selected people will be welcomed and accompanied by the partners of Belvedere S.p.A. who oversaw the project of Peccioli Working Village: Italian Touring Club, Codici Ricerca e Intervento and local tutors.

## 6. Procedure to apply

To apply, you must:

- fill in and send the form to the [pecciolivorkingvillage.com](http://pecciolivorkingvillage.com) website
- attach your CV (mandatory) and a Portfolio of your experiences (optional)
- accept the conditions set out in this notice and confirm that you have read the Privacy Policy published on the [pecciolivorkingvillage.com](http://pecciolivorkingvillage.com) website

Applications must be received **no later than Monday 12th July 2021** (12 noon CET).

In the form it will be important to present in a clear and concise way what contribution the candidate feels he/she can give to operators and the local community, explaining in detail the contents (specific topics of competence and interest) and methods (training seminar, laboratory, other ...). The time to devote to you during your stay in Peccioli depends on the type of activity offered and is proposed directly by the candidate.

The outcome of the selection will be communicated to all candidates, to the contacts provided in the application form **by and no later than Saturday 31st July 2021**.

## 7. Evaluation of applications

The examination of the applications received will be conducted by a Commission, appointed by Belvedere S.p.A. starting from 13th July 2021, composed of 5 representatives of Belvedere Spa, the Municipality of Peccioli, Touring Club Italiano and Codici Ricerca e Intervento.

The selection will take place starting from the analysis of the applications received, to identify a shortlist of finalists who will be asked for a remote interview and/or a self-produced video presentation and motivation. The decisions of the Commission will be discretionary, motivated, final and binding.

These decisions will be based on the examination of the curriculum, the application form, the relevance of the proposal with regard to the points listed above 3 "Our proposal" and 4 "Who we are looking for - Requirements to participate" and the originality of the same.

## 8. Who we are

**Belvedere SpA**, the issuer of this announcement, is a company strongly rooted in its territory made up of about 5,000 inhabitants. Since 1997 it has managed the Peccioli waste disposal plant in the Province of Pisa, the core business of its activity in addition to the cogeneration plant for the production of electricity and thermal energy from biogas and the production of electricity from photovoltaics and from wind power. Belvedere SpA, a company that also aims to enhance the territory in which it operates, today has a net worth of about 51 million euros and in over twenty years of activity has produced a huge flow of resources that have remained in the territory, generating value: in particular, the Municipality of Peccioli, through the revenues produced by the joint-stock company, manages to keep the level of taxes and the prices of services such as nursery schools and school buses low, but also to finance socio-cultural activities and public works. The company approaches this initiative with the aim of carrying out an activity in favor of its territory by conveying its image.

**Touring Club Italiano**, entity that collaborates with Belvedere S.p.A. to the creation of Peccioli Working Village, is a free non-profit association that proposes to its members - recipients and actors of the mission - to be protagonists of a great task: to take care of Italy as a common good so that it is more known, attractive, competitive and welcoming. For this reason, Touring Club Italiano contributes to producing knowledge, protecting and enhancing the landscape, the artistic and cultural heritage and the economic and productive excellence of the territories, through widespread volunteering and an ethical, responsible and sustainable tourist practice of travel.

**Codici Ricerca e Intervento**, supports the facilitation of territorial exchange and sharing moments expected in the Peccioli Working Village. Codici Ricerca e Intervento is an

independent organization that promotes research and transformation in the social field. It moves alongside organizations, institutions and networks in understanding and accompanying the social changes taking place. The actions we propose and the languages we experience arise from the desire of returning words and powers to people.

## **9. Liability - Videos - Photographs**

By submitting an application, the participant DECLARES to assume all civil and criminal liability and compensation for any damage to property, persons and structures directly caused by the participant or attributable to actions and behaviors of the same held during participation in the Peccioli Working Village, just as he assumes any risk for his person and releases Belvedere SpA for all purposes of reason and law from any and all liabilities, renouncing since now to advance against them, for any reason, claims for damages or compensation.

Participants must agree to undergo, in case of selection and under penalty of revocation of the same, to all the procedures in force prescribed by national and regional provisions for the containment of the risk of contagion from Covid 19 and produce the self-declaration that will be attached to the confirmation of the selection.

The participant may be taken in video or photographs or otherwise recorded (including his voice, image, performance, etc.) during the days of stay, Belvedere SpA and Touring Club Italiano may use this material for promotional and other purposes on any media, worldwide and indefinitely, and the participant will have no rights to such material.

## **10. Non assignment - Revocation of the procedure**

Belvedere SpA reserves the right not to proceed with the identification of any participant if it deems in its sole discretion that none of the applications received is suitable in relation to the requirements and needs described in the announcement and not suitable to adequately represent its image and of its cultural value and its territorial value. In case of revocation of the procedure, for whatever reason it is arranged, the participants will not be able to make any claims for damages and/or indemnities against Belvedere SpA and/or Touring Club Italiano.

## **11. Acceptance of the conditions of this announcement**

Participation in this announcement implies the unreserved acceptance of the rules contained therein. In particular, by applying, the participant declares to have read and accepted the following articles and to be aware of them:

art. 4 - Who we are looking for - Requirements to participate

art. 6 - Procedure to apply

art. 7 - Evaluation of applications

art. 9 - Liability - Videos - Photographs

art. 10 - Non-assignment - Revocation of the procedure