

MADE IN-LAND. Management and Development of INLANDs

Axis: Environmental and cultural heritage

Specific Objective: 3.1. Make natural and cultural heritage a leverage for a sustainable and more balanced territorial development

D.2.6.2 – External event

7th semester

1 January 2022- 30 June 2022

MADE IN-LAND Project

(Id 10048184)

WP:2 – Communication activities

Activity 2.6: Participation to Program and external events

2.6.2 Deliverable: Annual speaking opportunities programme and minutes

Partner in charge: PP7

PPs Involved: PP6

Status: Final

Date: 10/05/2022

MADE IN-LAND | SPEAKING OPPORTUNITIES MINUTES
UNIVERSITY OF ZADAR

FINAL CROSS-BORDER CONFERENCE
PROJECT S.LI.DES.

VENICE, ISTITUTO VENETO DI SCIENZE
26/05/2022

MADE IN-LAND | SPEAKING OPPORTUNITIES MINUTES

1. Place and date of the networking event

Location: Venice (Italy), Istituto Veneto di Scienze, Lettere ed Arti, Palazzo Cavali Frenchetti

Date and time: 26 May 2022, 9:00 – 15:00

Format: Hybrid – live and online

2. Information and knowledge gained

Interreg (Italy-Croatia) project Slides – Smart strategies for sustainable tourism in Lively cultural DESTinations organized final project conference to present the results of every PP and to hold presentations and panels about sustainable tourism and examples of good practice, while giving the opportunity to other organizations, cities and projects to share their experience within and outside the project.

9.30 – 9.40

Simone Venturini, deputy mayor of the City of Venezia

- Welcoming speech and importance of Slides project

9.40 – 9.55

Silvia Comiati, Head of IT-HR Joint Secretariat

- Next programming period will in this program area include 12,5 million citizens, 2 member states, 83 approved projects, 800 partners.

- The focus will be on blue economy, EUSAIR strategy integration:

- Sustainable economic development
- Blue innovation policies
- Protection of natural assets through climate adaptation strategies and risk prevention measures, enhancing biodiversity and fighting pollution
- Valorisation of cultural heritage through sustainable and diversified touristic products
- The implementation of sustainable cross-border mobility solutions

- Enhancement of institutional capacity and the reduction of cross border obstacles

- Autumn 2022 envisaged launch of the programme 2021-2027:

- Priority 1 – Sustainable growth in the blue economy
- Priority 2 – Green and resilient shared environment
- Priority 3 – Sustainable maritime and multimodal transport
- Priority 4 – Culture and tourism for sustainable development

- Specific objective: 4.6 Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation. Types: standard projects, small projects, OSI connected to EUSAIR flagship (pillar 4 of EUSAIR). Target groups: local, regional, national authorities and other public institutions and agencies, private companies, including SMEs, Vocational training organisations, entrepreneur and business support organisations, dmos and tourism boards, CSOs, LAGs, youth.

- Three results:

1. Diversification and delocalisation of tourist flows
2. New and innovative integrated offers
3. Improvement and modernisation of policies

- Relevant references: New European Bauhaus initiatives, Young generations.

- EC Report “Transition pathway for tourism” – 27 areas of measures for the green and digital transition (fairness of equality in tourism jobs, accessibility, access for all) – digitalisation of cultural heritage gives opportunity for all people to participate and experience culture and nature

- Wellbeing of residents – key to long-term sustainability in tourism, including residents in planning and follow-up of tourism activities and impacts

- Sustainable tourism for the younger generation – young generation should experience and share values through digital tools.

- Cross cutting issues: Digitalisation and circular economy

9.55 – 10.10

Michele Tamma – University Venice - Department of Management

- 5 cities: Venice, Ferrara, Bari, Dubrovnik, Šibenik

- Smart Destination Ecosystem – integrated knowledge system supported by innovation technologies to help cities

- Identify tourism and urban profile
- Aware of visitor mobility patterns

[10.10 – 10.25](#)

Valeria Minghetti - Ciset - International Centre of Studies on Tourism Economics

Martina Ambrušec - Iztzg - Institute for tourism

- Smart destination datahub – unique repository of information about city.

- Mobility models & maps (primary data collection) – mapping mobility in real time, forecasting models, simulation reports

[10.25 – 10.35](#)

Armando Bazzani - Centre of Advanced Studies in Tourism - University of Bologna

- Mapping of craft activities & CCIs (secondary data) – Dynamic maps of craft activities, ranking of artisans and CCIs according to tourism potentials

[10.35 – 10.45](#)

Simona Aceto - Ecipa Nordest

Antonio Picerni - 42 bit

- Destination dashboard – control panel prototype which combines relevant KPIs, correlations and modes using tabular/visual tools (tables, charts, graphs, figures, maps)

- Data to produce informed decisions – especially in uncertain times.

[11.00 – 11.10](#)

Video – Venetian craftsmanship and creativity routes

[11.10 – 12.30](#)

Panel – Dubrovnik, Šibenik, Ferrara, Bari, Venice: Using data intelligence for new visitor experiences
– Opportunities and challenges for S.LI.DES cities

Bojana Bego - Šibenik, S.LI.DES. Project Manager at the Tourist Board

- Šibenik promoted crafts, and jointly organized the craft market in cooperation with project Recolor. Dashboard of the project SLIDES provided useful information to help steer organisational decision. One day per week we will try to organize Šibenik heritage day, this will help local crafts to gain wider exposure, and offer tourist an option to increase their stay in the city.

- This was a learning process. Each end every pilot action helped us learn and asses many lections. Highlight of the media products can be used for replications, to promote the heritage, and enhancement of our image.

Marko Miljanić - Dubrovnik, Senior Adviser Specialist in Strategic Planning and Development Projects

- Dubrovnik is not just the old town, there are other aspects, experiences outside of the old city walls. We used the dashboard to help us direct tourists to those places. We introduced the historic quarantine – Lazareti as the place where arts and crafts fairs and other similar activities could be organized. Last two years we didn't need to be sustainable because of the pandemic, we were reset, and this year the sustainability comes to the first plan.

- We're sure that we will continue with the efforts started through this project. Everything we have relies on our heritage, and I hope we will have more traditional crafts, it is a long-term process, but promotion of crafts throughout the project like this will popularize and expand the crafts base in our city.

Stefania Battaglia - Venice, Director Tourism Dept

- 12 alternative itineraries in which tourists can visit city artist/crafts which usually are not that visible, but they contribute to the image of the city.

[12.30 – 13.00](#)

Presentations – Experiences outside SLIDES

Genci Kojdheli, Director General of Integration, Strategic Planning and Economic Development of Municipality of Tirana

- although it is not in this project area, nor in EU, Tirana holds big potential regarding cultural heritage, so participation in this kind of projects will mean a lot in the future.

Akessandra Barbieri – City of Florence

- FeelFlorence app is suggesting unusual itineraries in the city centre, in neighbourhoods and in the metropolitan area, bringing tourists closer to local experiences and avoiding over-tourism in central areas of the city.

- Smart tourism approach – using correct data (main instrument of management what is in the city, gives us opportunity to direct people and enhance their experience).

3. Information disseminated / Topics discussed

On behalf of University of Zadar, representatives of the company Symbol, Ante Vekić and Marko Mandić, participated at the project SLIDES final conference in Venice. They presented project Made In-Land, its main goals, activities and plans for sustainable tourism through the interactive presentation and screening of promotional video of Zadar hinterland.

This speaking opportunity was used to present basic information about the project, all the results of scientific research and cooperation with local stakeholders in the Zadar hinterland over the past two and a half years through the Made In-Land project. The main results of this project in the Zadar County are the design of the visual identity, the development of a marketing plan and the development of web app, which in combination with a smart card system can encourage tourists to come and stay in the Zadar hinterland. All of this made laying the foundations possible for the development of a model of sustainable tourism, which would continue to function after the completion of the project, which would be based on further evaluation of collected data, capitalization and promotion of all results and design of a smart card business model - its discounts and a reward system. The ambience of the Institute of Science, Literature and Art in Venice was finally used to display a promotional video of the University of Zadar, shot for the Made In-Land project, which shows all attractions and localities, or the entire cultural and natural heritage of Zadar hinterland.

After the presentation and final words, and in between the final conference – on the coffee break and lunch, representatives of University of Zadar took a chance to disseminate promotional materials of the project Made In-Land and to connect with other programs, projects and organizations which got to know all

project activities and results, as well as project partners contacts, in case they want to work with them or include them in their projects and activities.

4. Networking activities

- Discussions and debates about sustainable tourism and strategies of cross-border projects,
- Short meetings with conference participants from Italy and Croatia,
- Dissemination of the project promotional materials at the entrance of the conference room. There was a space intended for promotional materials, which also functioned as a place for dissemination of information and networking with other participants.

5. Attachments

- Photos (in the report folder)
- Press release

PHOTOS | VENICE, 26/05/2022







PROJEKT MADE IN-LAND PREDSTAVLJEN U VENECIJI

Rezultati i daljnji planovi projektnih aktivnosti uklopili su se u završnu konferenciju srodnog prekograničnog projekta SLIDES

Novi teritorijalni brend "Potraga za petim elementom" dobio je svoju prezentaciju na još jednom EU međunarodnom događanju, koje je u Veneciji okupilo stručnjake za turizam iz Italije i Hrvatske. Riječ je o završnoj konferenciji prekograničnog projekta SLIDES (Interreg program Italija-Hrvatska), u sklopu kojega je Sveučilište u Zadru predstavilo osnovne informacije o projektu, dosege znanstvenih istraživanja, formiranja inovativne ponude i suradnje s lokalnim dionicima u zadarskom zaleđu tijekom protekle dvije i pol godine kroz projekt Made In-Land. Kao glavni rezultati ovog projekta na području Zadarske županije tako su navedeni dizajn vizualnog identiteta, izrada marketinškog plana te razvoj web aplikacije, koja u kombinaciji sa sistemom pametnih kartica može potaknuti turiste na dolazak i boravak u zadarskom zaleđu. Sve to omogućilo je postavljanje temelja za razvoj modela održivog turizma, koji bi nastavio funkcionirati i po završetku samog projekta, a koji bi se bazirao na daljnjoj evaluaciji prikupljenih podataka, kapitalizaciji i promociji svih rezultata te dizajnu poslovnog modela pametnih kartica, koji bi turiste privukao s popustima i sistemom nagrađivanja.

Održivost i valorizacija baštine

Ambijent Instituta za znanost, književnost i umjetnost u Veneciji naposljetku je poslužio i za prikaz promotivnog videa Sveučilišta u Zadru, koji je snimljen za potrebe projekta Made In-Land, a koji prikazuje sve atrakcije i lokalitete, odnosno cjelokupnu kulturnu i prirodnu baštinu zadarskog zaleđa. No, uoči izlaganja predstavnika tvrtke Symbol, vanjskog suradnika Sveučilišta u Zadru, prisutnima se obratila i Silvia Comiati, voditeljica Tajništva zajedničkog odbora (Joint Secretariat) Italije i Hrvatske, najavivši da će i u nadolazećem razdoblju u program Interreg Italija-Hrvatska biti uključeno 12.5 milijuna građana, a uz 83 odobrena projekta, očekuje se i sudjelovanje 800 partnerskih organizacija. Fokus će, između ostalog, biti na ekonomskoj održivosti, zaštiti i valorizaciji prirodne i kulturne baštine, implementaciji rješenja prekogranične mobilnosti, te socijalnoj uključenosti, a sve kako bi se potaknula raznovrsnost i inovativnost turističke ponude, pomak turističkih tokova dalje od jadranske obale i modernizacija infrastrukture.

Jednaki ciljevi različitih projekata

Inače, u projekt SLIDES su uz Veneciju bili uključeni i gradovi Ferrara, Bari, Šibenik i Dubrovnik, koji su na završnoj konferenciji predstavili svoja iskustva u radu na projektu, ali i generalno u turizmu. Pokraj toga, pojašnjeni su i glavni rezultati toga projekta – uspostavljanje repozitorija pametnih podataka, modela mobilnosti i pametnih karata, mapiranje obrtničkih djelatnosti i rangiranje prema turističkim potencijalima, te razvoj nadzorne ploče koja prikazuje relevantne pokazatelje

European Regional Development Fund

italy-croatia.eu/web/madeinland



uspješnosti turističke ponude i zastupljenosti posjetitelja. Baš kao i na projektu Made In-Land, sve je ovo poslužilo za razvoj prekogranične strategije koja omogućava ravnomjeren i održiv razvoj turizma na tome području, kao i promociju kulturnog i prirodnog naslijeđa. Naposljetku, ovaj događaj je bio i savršena prilika za podjelu promotivnih materijala zainteresiranim sudionicima, koji su iz prve ruke poželjeli čuti detaljnije informacije o projektu Made In-Land i njegovim dosezima.

Informacije o projektu Made In-Land

Projekt Made In Land je financiran kroz Interreg program prekogranične suradnje Italija - Hrvatska 2014.-2020., a ukupna mu je vrijednost 2.218.069,31 eura od čega bespovratna sredstva Europskog fonda za regionalni razvoj iznose 1.885.358,88 eura. Projekt je započeo s provedbom 1.1.2019., traje do 22.6.2021. Partneri u projektu su uz Sveučilište u Zadru, Regija Marche (IT), Sveučilište u Camerinu (IT), Općina San Leo (IT), Općina Riccia (IT), Javna ustanova za upravljanje parkovima i bioraznolikošću – Romagna (IT), AZZRI – Agencija za ruralni razvoj Istre (IT) i Agencija za razvoj Zadarske županije – ZADRA NOVA (HR).