

S.LI.DES

Smart strategies for sustainable tourism in Lively cultural DESTinations

2014 - 2020 Interreg V-A
Italy - Croatia CBC Programme
Priority Axis: Environment and cultural heritage
Specific objective: 3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D.4.2.2 Pilot action report - Venice

Work Package:	4 – Pilot actions
Activity:	1 – Destination dashboard prototype
Responsible Partner:	PP9 - Dubrovnik Development Agency DURA
Partners involved:	LP – Ca' Foscari University of Venice (IT) PP1 – CISET (IT) PP2 – Ecipa (IT) PP3 – SIPRO Ferrara (IT) PP4 – City of Bari (IT) PP5 – City of Venice (IT) PP6 – CAST-University of Bologna (IT) PP7 – Institute for Tourism PP8 – Craft College- Institution for adult education Subsidiary Rijeka PP9 – Development Agency of the City of Dubrovnik-Dura PP10 –Šibenik Tourist board

Version:	Final V.01	Date	01/12/2021
Type:	Report		
Availability:	Public		
Editors:	PP9 - Dubrovnik Development Agency DURA		

DISCLAIMER

This document reflects the author's views; the Programme authorities are not liable for any use that may be made of the information contained therein.

Table of contents

Introduction 3

Pilot action in Venice 3

 Annex 1 – Pilot action form 3

 Annex 2 - Pilot action in-depth description form..... 3

 Annex 3 – Pilot action monitoring form..... 3

 Annex 4 - Pilot action final assessment form 4

Attachments 4

Introduction

This document contains the four annexes filled in by PP5 Venice, that collected information on the pilot action implemented in Venice, starting from conducting some general information on the planned pilot action, an in-depth description form, pilot action monitoring form information and the final assessment of the pilot action implemented.

Pilot action in Venice

The City of Venice decided to create and promote thematic itineraries addressed to discover the excellence of Venetian traditional craftsmanship - such as artistic glass, lace, fabrics, mosaics, but also modern and creative products as well as local food and gastronomy. The thematic itineraries are meant to valorise and safeguard Venice heritage and cultural identity and promote an original and more sustainable way to get to know the territory, in line with the growing trend of the slow and the so-called “experiential” tourism, which aims at promoting the uniqueness of a destination by focusing on values such as respect for local culture and tradition, authenticity, sustainability and support to local activities. Artisans and their associations have been actively involved in the design of the thematic itineraries and in the production and dissemination of the communication materials as maps, booklets, videos, interviews and storytelling. The itineraries are initially meant to be only virtual, but in the future, when the situation would allow it, could also be implemented concretely by the associations involved in the design and in the preparation of the supporting materials

Annex 1 – Pilot action form

The following form contains some general information on the Venice pilot action such as the draft of the PA general title, short description, main objectives, benefits from the information displayed in the Destination Dashboard, the contribution it has to the effectiveness of Smart Destination Ecosystem and the tangible and intangible heritage to be promoted with the pilot action.

Annex 2 - Pilot action in-depth description form

The following form contains more detailed information on the Venice pilot action, such as the list of target groups to be reached and the stakeholders to be involved in the pilot action. Also, it contains the information on the interventions on which the pilot action is based (digital and analogue). The foreseen steps of implementation shall be listed by PP, as well as the specific objectives based on the main PA objective and their impact on tourist mobility, promotion of cultural heritage and craft activities. Also, there is a request for explanation about the degree of innovation, as well as the explanation of contribution the PA has to the

effectiveness of Smart Destination Ecosystem. The last question includes the list of the cultural and natural (tangible/intangible) heritage to be promoted.

Annex 3 – Pilot action monitoring form

The third form to be filled in by PP5 Venice concerns the implementation of the pilot action. During the implementation, PP5 Venice performed a monitoring activity in order to produce an assessment of the first results and lead to corrective actions (in case of need). Monitoring applied to most of the points previously provided in the Annex2 form, and that is the assessment of target groups reached and the description of possible measures taken by PP to improve the reach of target groups, the assessment of stakeholders' involvement in the pilot action implementation and the description of possible measures taken by PP to improve stakeholders' involvement, the assessment of the development of analogue and digital interventions and a description of the possible measures taken by PP to improve the implementation of analogue and digital interventions in the pilot action, the assessment of compliance with the time frame for the foreseen steps of the pilot action implementation and possible measures for redefining the time frame, the assessment of specific objectives achievement and the possible measures taken for redefining the specific objectives and also monitoring the promotion of cultural and natural heritage through the PA implementation and the inclusion of new possible heritage elements in the promotion process.

Annex 4 - Pilot action final assessment form

The last form concerns the final results of the Venice pilot action. After the implementation, PP5 performed a check of the activity realized in order to produce a final assessment of the results achieved. The final results of the pilot action were reported in the Annex 4 form, which similarly to Annex 3, supports cities in assessing the correct implementation of the pilot action, the results obtained and the effectiveness in using the Dashboards, according to what is defined in Annex 2 during the planning phase. Annex 4 form provides an overview of the implementation of the pilot action and that includes the activities implemented during the PA implementation process, the actual contribution the PA had to the heritage promotion, possible problems, deviations and delays defined previously, the reasons and the solutions, then the description of the PA main achievements, the description of the stakeholders' involvement in the PA implementation process, the description of the target groups reached, and the final part - the evaluation of the Dashboard testing process, of its usefulness and effectiveness and the conclusions on possible ways to improve the dashboard in order to support tourism policies in future.

Attachments

This document contains all the 4 Annexes attached

Annex 1 – PILOT ACTION FORM

1	Project partner number/name	PP5 / City of Venice
2	Partner's city	Venice
3	Pilot Action – general title (draft)	The Routes of Venetian <i>craftsmanship and creativity</i>
4	Short description of Pilot Action	<p>The City of Venice will create and promote thematic itineraries addressed to discover the excellence of Venetian traditional craftsmanship - such as artistic glass, lace, fabrics, mosaics -, but also modern and creative products as well as local food and gastronomy. The thematic itineraries are meant to valorise and safeguard Venice heritage and cultural identity and promote an original and more sustainable way to get to know the territory, in line with the growing trend of the slow and the so-called “experiential” tourism, which aims at promoting the uniqueness of a destination by focusing on values such as respect for local culture and tradition, authenticity, sustainability and support to local activities. Artisans and their associations will be actively involved in the design of the thematic itineraries and in the production and dissemination of the communication materials as maps, booklets, videos, interviews and storytelling. The itineraries will initially be only virtual, but in the future, when the situation would allow it, could also be implemented concretely by the associations involved in the design and in the preparation of the supporting materials.</p>

5	Main objectives of Pilot Action	The aim of the City's pilot action is to safeguard and valorize the artisan, artistic and creative heritage of the Venetian territory, leading the way to a crafts culture that can guarantee the sustainable development of the sector and support the recovery from the coronavirus pandemic crises. The pilot action should give a new perspective to local excellence that will benefit not only tourists but also citizens.
6	How the Pilot Action can benefit from the information displayed in the Destination Dashboard	The SLIDES Destination dashboard will play a very important role in the design of the thematic itineraries by providing updated data on the behaviors of tourists and on the locations of the local craft, cultural and creative activities to be valorized and promoted.

1	Project partner number/name	PP5 / City of Venice
7	Pilot Action contribution to the effectiveness of Smart Destination Ecosystem	The City's pilot action would support to demonstrate the effectiveness of the SLIDES Destination dashboard in programming and designing concrete actions to safeguard and promote Venice cultural and creative tangible and intangible heritage.

8	Tangible/Intangible Heritage to be promoted through the Pilot Action	Artistic glass, mosaic, jewellery, lace, fabrics, innovative and creative hancrafted products, agriculture, fishing, local gastronomy,
---	--	--

Annex 2 – PILOT ACTION IN-DEPTH DESCRIPTION FORM

1. Project partner number/name	PP5 / City of Venice		
2. Partner's city	Venice		
3. Pilot Action – general title	The Routes of Venetian craftsmanship and creativity		
4. List of target groups to be reached through the PA. Note: the two	PA Target groups (from AF)	Category/target group description	Indicator target (number of visitors/tourists/businesses/ etc. to be reached)

inputs are mutual for all the partnership; if possible, try to specify them within <i>Category field</i> .	1	Visitors/tourist/ customers	The itineraries will be addressed to both domestic and international tourists, including families with children		Number of online visitors to the webpages where the itineraries will be published: TBD (to be defined)
	2	Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage	In the realization of the Pilot action, the City of Venice will publish a public call to actively involve the craft and creative businesses located in the city centre and its islands.		Number of craft and creative businesses involved: at least 10 businesses
5. List of stakeholders relevant for your pilot action		Stakeholders relevant for your PA	Category (public, private, NGOs, etc.)	Describe their role in your PA. Mark if the stakeholder listed is your pilot action's final target.	Indicator target (number of specific stakeholders to be involved)

according to the intervention area selected; name their category and describe their role in your pilot action.	1	OGD - Management Organization of the Tourist Destination "Venice"	Body set up by the City of Venice composed of both public and private entities	<p>The "Organisation to manage the Destination" (OGD) is a body envisaged by the Regional Law 11/2013 and set up by the City of Venice with the aim of creating synergies and fostering cooperation between public and private entities to promote sustainable and quality tourism.</p> <p>The Venice OGD, chaired by the Deputy Mayor for Tourism of the City of Venice, is in charge of the strategic management of the Venice territory and will be therefore constantly involved in the decision-making process related to the pilot action.</p>	1
	2	Vela Spa	City of Venice in-house company	<p>Vela is the City of Venice in-house company in charge of ticketing, marketing, communication and organisation of cultural events (www.velaspa.com).</p> <p>They will be involved in the decision making-process through their participation in the OGD.</p>	1
	3	Chamber of Commerce of Venice	Public	<p>The Chamber of Commerce represents and supports the Venice local enterprises and businesses (www.dl.camcom.it)</p>	1

				<p>They will be involved in the decision making-process through their participation in the OGD and will be a key actor to support the City in actively involve the local handcrafts and cultural and creative businesses in the realisation of the pilot action and in general in supporting the valorisation of the Venice intangible heritage.</p> <p>They will promote the public call linked to the pilot action among their associates and will provide the list of the registered craft and creative businesses in Venice.</p>	
--	--	--	--	--	--

				Besides, they will provide the list of the registered tourist guides operating in Venice to be involved in the creation of the itineraries.	
	4	Venice Civic Museums Foundation (MUVE)	Private	Venice Civic Museums Foundation Public Institution (MUVE) is a private entity founded by the City of Venice that manages all the Venetian civic museums and develops cultural activities and services (www.fmcvenezia.it).	1

				They will promote the pilot action initiatives through their communication channels and will be involved in the decision making-process through their participation in the OGD	
	5	Confartigianato	Private	<p>Confartigianato is a trade association that represents and supports more than 1.500 small businesses and artisans in Venice (www.artigianivenezia.it).</p> <p>They will promote the public call linked to the pilot action among their associates and will be involved in the decision making-process through their participation in the OGD.</p>	1
	6	Confcommercio Venezia	Private	<p>Confcommercio Venezia is the association that represents the Venice tertiary sector operating in trade, tourism and services (www.confcommerciovenezia.it).</p> <p>They will promote the public call linked to the pilot action among their associates and will be involved in the decision making-process through their participation in the OGD.</p>	1

	7	CNA – Regional and local crafters associations	Private	<p>CNA is a trade association that represents the interests of crafts, self-employment and small businesses (www.ve.cna.it)</p> <p>They will promote the public call linked to the pilot action among their associates and will be involved in the activities.</p>	
--	---	--	---------	---	--

6. Kind of interventions on which the PA is based: analogue vs digital interventions.	Please list the main “analogue” interventions on which the PA is based.		<p>The City of Venice will create and promote thematic itineraries addressed to discover the excellence of Venetian traditional craftsmanship. The thematic itineraries are meant to valorise and safeguard Venice heritage and cultural identity and promote an original and more sustainable way to get to know the territory, in line with the growing trend of the slow and the so-called “experiential” tourism, which aims at promoting the uniqueness of a destination by focusing on values such as respect for local culture and tradition, authenticity, sustainability and support to local activities.</p> <p>The itineraries will be available on the City of Venice websites where it will be possible to find a detailed description, an interactive map and some materials (probably pictures and short videos). Some of them will be also physically carried out as destination tours in order to test the interest of the public in such kind of experience.</p>		
---	---	--	--	--	--

	Please list the main “ digital ” interventions on which the PA is based.		The proposed itineraries and the relative materials and maps with the craft and creative businesses’ locations will be published in the City of Venice official websites.	
7. List the main steps that are foreseen for the development and implementation of the PA and the expected timeframe.		Foreseen steps	Timeframe	
	1	Identification of the areas and the location of the handcrafts and cultural and creative businesses to valorise. Creation of a specific layer on the maps available in the SLIDES dashboard in order to support the decision about the itineraries.	By June 2021 (<u>To Be Confirmed</u>)	
	2	Publishing of a public call addressed to the craft and creative businesses willing to be involved in the pilot action and in other initiatives of the City of Venice to valorise and safeguard Venice intangible heritage, handcrafts and CCIs.	By July 2021 (<u>TBC</u>)	
	3	Launching a tender to invite Venice official tourist guides to design no. 10 itineraries, by involving the craft and creative businesses (who adhered to the public call).	By August 2021 (<u>TBC</u>)	
	4	The itineraries (with the relative maps and the craft and creative businesses’ locations) will be published in the City official websites	By October 2021 (<u>TBC</u>)	
	5	Collection and analysis of online visitors’ data and evaluation of the satisfaction of the tourist itineraries published in the City official websites	By December 2021 (<u>TBC</u>)	

<p>8. List of PA specific objectives: starting from the main general objective of the pilot action, please identify more specific and measurable objectives that you are able to monitor during and at the end of the pilot action implementation.</p> <p><i>(e.g. If the main objective is to manage tourist</i></p>		Overall objective	The aim of the City's pilot action is to safeguard and valorise the craftmanship, artistic and creative heritage of the Venetian territory, leading the way to a crafts culture that can guarantee the sustainable development of the sector and support the recovery from the coronavirus pandemic crises. The pilot action should give a new perspective to local excellence that will be benefited not only by the tourists but also by the citizens.			
		Specific objective	Does it have an impact on tourist mobility? Describe.	Does it have an impact on promotion, enhancement, innovation etc. of craft activities? Describe.	Describe its impact on the promotion of tangible and intangible heritage.	Indicator target
	1	To map and better know the Venice intangible heritage and the handcrafts and cultural and creative industries to be protected and valorised	The mapping will allow the City administration to have a better knowledge of the territory and to take more effective decisions in the management of tourists flows	The better knowledge of the Venice handcrafts and cultural and creative industries is a key step for the City administration to develop effective strategies to promote the Sector	The better knowledge of the Venice tangible and intangible heritage is a key step for the City administration to develop effective strategies to valorise it	1 Mapping of CCIs

crowds in the city centre, the specific objective could be the decrease of the tourist concentration rate in a specific area of the city in a given moment of the day.)	2	To create and promote alternative itineraries to discover the Venice intangible and less known heritage	Suggesting alternative itineraries within the less known areas of the city will help the City to improve the tourism governance and respect the city residents' daily life.	The promotion of the itineraries will offer the opportunity to the involved craft and creative businesses to promote their work as the truly authentic City creative heritage	The itineraries are meant to promote the City's tangible and intangible heritage that is less known and more authentic	10 itineraries
	3	To promote and valorise local handcrafts and cultural and creative industries (CCIs)	The pilot action is meant to attract tourists, visitors and citizens toward the less known areas of the city where the CCI is located	The creation of specific itineraries in which the history, authenticity and specificity of the local excellences is explained and valorise is meant to promote local CCIs	The itineraries have the purpose of making visitors get to better know the history, importance and specificity of the local intangible heritage	10 businesses involved (minimum)
9. The degree of innovation of your	Please, mark the alternatives from a to c that best suit with your PA or add another one (d) if necessary.					

<p>PA: Were there any similar cases (actions) in your city?</p> <p>Note: if your PA repeats similar intervention that has already been implemented in your city, please explain what are the innovative elements introduced and how the PA adapts to project expectations?</p>	<p>a) The PA takes its cue from one or more initiatives/projects developed by other national or international cities</p>	<p>b</p> <p>Following the pandemic crisis, some private entities and associations have launched initiatives to promote and enhance the handicraft activities and the excellence of the territory. Unlike these autonomous initiatives, which are certainly positive and important, the pilot action of the City of Venice will be developed by giving all possible interested parties the opportunity to actively participate and contribute in the valorisation initiatives in a logic that intends to create a system at the territory level also in view of further future initiatives.</p>
	<p>b) The PA takes its cue from / capitalize on the results of one or more initiatives/projects developed by the city in the past</p>	<p>a</p> <p>Recently the City of Venice participated in the SlowFood-CE project (Interreg Central Europe) project, ended in May 2020, which had the aim of enhancing the intangible gastronomic cultural heritage (GCH). As part of the project, the City has firstly created a local working group made of the main subjects of the Food sector, selected through a public call, and then, with their collaboration and that of the OGD, it has created a festival to promote the local GCH named "SAOR - <i>Sapori e saperi veneziani in festa</i>". The initiative received good results and the administration intends to keep it for the future, even if due to the pandemic it was not possible to carry out the 2020 and 2021 editions. The City of Venice, with the cooperation of the other project partners, has also developed a "Strategy for the valorisation of the gastronomic cultural heritage" to promote and spread at EU level the results of the project.</p>

	c) The PA is completely new for the city (no such initiative/ project has ever been developed in the city)	a	The pilot action and participation in the project is part of a larger and ambitious strategy of the institution relating to the improvement of monitoring and management of tourist flows, of which the main tool is the Smart Control Room, a very innovative monitoring system aimed at improving the mobility systems and safety of the city through the use of new technologies such as cloud computing, artificial intelligence, sensors for the IoT and data analysis platforms. Even in the past the City of Venice has taken steps to promote local craftsmanship and excellence, but for the first time it can do it using very innovative tools and as part of a European project thanks to which it can enter into synergy with other European cities facing similar issues.
	d) Other.		Add...
10. PA contribution to the effectiveness of Smart Destination Ecosystem: please describe how the PA plans to test the Smart Destination Ecosystem (<u>how</u>	Please, for the sections of the Destination Dashboard, list the main indicators that you plan to consult the most as they are the more inherent with the implementation of the PA and add the reasons why this particular data is important for your PA.		
	Sections of the dashboard	Indicators	Reasons
	➤ CITY AT A GLANCE		

to use indices in the dashboard for PA development; e.g. data from sensors/cameras)

Note: the goal is to use the Dashboard in purpose to develop the PA; it is not necessary to consult every category in the Dashboard, but more than one category is acceptable.

➤ TOURISM	How many tourist in my city Data about tourist arrivals and overnight stays	To get information on the number of arrivals on the date and potential city crowds, to get knowledge about tourist trends
➤ CULTURE & CRAFTS	Mapped craftsmanship and creatives businesses,	This section is particularly important for the PA because there are mapped more than 500 craftsmanship and creatives business and it's possible to individuate the less known paths to design the tours.
➤ ENVIRONMENT		
➤ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)	Less Crowded paths	This section is important to define sustainable tours in less crowded paths.

	➤ CITY POPULARITY AND ATTRACTIVENESS		Tripadvisor data	This section is important to understand with are the cultural attractions, activities, products etc that are considered the most attractive by the public.	
11. Provide a list of the cultural and natural (tangible/ intangible) heritage to be promoted and how each intervention of the PA will contribute to its promotion. Please specify which tangible and intangible heritage is declared in the AF and which one		Cultural and natural (tangible and intangible) heritage to be promoted	Declared within AF (yes/no)? If not, why is it important for the city?	How will your PA contribute to the specific heritage promotion?	Indicator target
	1	ARTISTIC MASKS production	Yes	By disseminating the itineraries, our PA will contribute to promote and to increase the knowledge of the craftsmanship and creative local businesses	1
	2	TRADITIONAL FOOD production	yes		1
	3	TYPOGRAPHY, SERIGRAPHY, PHOTO production	yes		1

is not declared in the AF but is important for the city.	4	TRADITIONAL BOATS construction	yes	1
	5	ARTISTIC GLASS production	yes	1
	6	LACE production	yes	1
	7	MOSAIC production	yes	1
	8	JEWELRY production	yes	1

	9	LEATHER products	yes		1
	10	WOOD products	yes		1
	11	ARTISTIC METAL products	yes		1
	12	POTTERY products	yes		1
	13	TRADITIONAL FABRIC products	yes		1

	14	FARM products and FISHING	yes		1
--	----	---------------------------	-----	--	---

Annex 3 – PILOT ACTION MONITORING FORM

1. Project partner number/name	PP5 / City of Venice			
2. Partner's city	Venice			
3. Pilot Action – general title	Routes of Venetian craftsmanship and creativity			
4. List of target groups to be reached through PA. Note: the two		PA Target groups	Assessment: have the target groups been reached as planned? (YES / NO)	Note: answer to this question only if you answered NO to the previous one. Measures: Please describe the measures that you will implement in order to improve the target groups' reach.
	1	<i>Visitors/Tourists</i> Visitors, domestic and international tourists and citizens Indicator: Number of online visitors to the webpages where the itineraries will be published	YES	

inputs are mutual for all the partnership.	2	<p><i>Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage</i></p> <p>Craft and creative businesses located in the city centre and its islands. Indicator: at least 10 businesses</p>	YES	
--	---	---	-----	--

5. List of stakeholders relevant for your pilot action according to the intervention area selected.		Stakeholders relevant for your PA (Please write name and category for each stakeholder from Annex 2.)	Assessment: have the stakeholders been involved as planned? (YES / NO)	<p>Note: answer to this question only if you answered NO to the previous one.</p> <p>Measures: Please describe the measures that you will implement in order to improve the stakeholders' involvement.</p>
	1	OGD - Management Organization of the Tourist Destination "Venice"	YES	
	2	Vela Spa, City of Venice in-house company	YES	

Please consider the stakeholders' list from your Annex 2 ; name the category they are in and describe their role in your pilot action. Please describe if there are measures that need to be implemented to improve the stakeholders' involvement.	3	Chamber of Commerce of Venice, Trade association, public	YES	
	4	Venice Civic Museums Foundation (MUVE), private	YES	
	5	Confartigianato, Trade association, private	YES	
	6	Confcommercio Venezia, Trade association, private	YES	
	7	CNA – Regional and local crafters associations, Trade association, private	YES	
	8			
	9			

6. Kind of interventions on which the PA is based: analogue vs digital interventions.		List the main “ analogue ” interventions on which the PA is based (from Annex 2).	Assessment: have the main analogue interventions been developed as planned? (YES / NO)	Note: answer to this question only if you answered NO to the previous one. Measures: Please describe the measures that you will implement in order to improve the analogue interventions implementation.
	1	Some itineraries will be physically carried out as destination tours in order to test the interest of the public in such kind of experience.	YES	
		List the main “ digital ” interventions on which the PA is based (from Annex 2).	Assessment: Have the main digital interventions been developed as planned? YES	Note: answer to this question only if you answered NO to the previous one. Measures: Please describe the measures that you will take in order to improve the analogue interventions implementation.

	1	The proposed itineraries and the relative materials and maps with the craft and creative businesses' locations will be published in the City of Venice official websites.	YES		
		Foreseen steps (from Annex 2):	Timeframe (From Annex 2)	Assessment : Has the timeframe been respected? (YES / NO)	Note: answer to this question only if you answered NO to the previous one. Measures: Please describe the measures that you will take in order to redefine the timeframe.
	1	Identification of the areas and the location of the handcrafts and cultural and creative businesses to valorise. Creation of a specific layer on the maps available in the SLIDES dashboard in order to support the decision about the itineraries.	By June 2021	YES	

7. List the main steps that are foreseen for the development and implementation of the PA and the expected timeframe.	2	Publishing of a public call addressed to the craft and creative businesses willing to be involved in the pilot action and in other initiatives of the City of Venice to valorise and safeguard Venice intangible heritage, handcrafts and CCIs.	By July 2021	YES	<i>The call was published within the foreseen timeframe, but the process took longer than expected to be completed because the call was kept open much more than foreseen, till the 26th of September, in order to get as many expressions of interest as possible, compatibly with the project deadlines. This decision helped to have more success in involving businesses, but caused some delays in the other related activities.</i>
	3	Launching a tender to invite Venice official tourist guides to design no. 10 itineraries, by involving the craft and creative businesses (who adhered to the public call).	By August 2021	YES	<i>To launch the tender it was necessary to have the list of craft and creative businesses identified through the public call described in step 2, which was in delay (see above). All the documentation related to the tender was developed and approved in parallel to the public call in order to be ready to launch the tender as soon as the list was completed and recover part of the accumulated delay. The public procurement procedure was concluded in mid October 2021 and the itineraries were designed by December 2021.</i>
	4	The itineraries (with the relative maps and the craft and creative businesses' locations) will be published in the City official websites.	By October 2021	YES	<i>The section of the website dedicated to the SLIDES itineraries has been created. The section of the website dedicated to the SLIDES itineraries was created by February 2022</i>
	5	Collection and analysis of online visitors' data and evaluation of the satisfaction of the tourist itineraries published in the City official websites.	By December 2021	YES	<i>The itineraries and the promotional video was presented during the ORW on the 24th of February and received a wide appreciation from the public. Most stakeholders signed letters of support to be included in future similar activities.</i>

8. List of PA specific objectives: Please Consider the list of PA specific objectives from Annex 2.		Pilot action specific objectives (from Annex 2)	Assessment: Have the specific objectives been respected? (YES / NO)	Note: answer to this question only if you answered NO to the previous one. Measures: Please describe the measures that you will take in order to redefine the specific objective.
	1	To map and better know the Venice intangible heritage and the handcrafts and cultural and creative industries to be protected and valorised	YES	
	2	To create and promote alternative itineraries to discover the Venice intangible and less known heritage	YES	
	3	To promote and valorise local handcrafts and cultural and creative industries (CCIs)	YES	
	4			
	5			

	6			
	7			
	8			
	9			
	10			
9. PA contribution to the effectiveness of Smart Destination Ecosystem: please describe how the PA plans to test the	Considering Annex 2 , please list the indicators that you have planned to consult the most as they were more inherent with the PA implementation. Please note if the particular indicator was foreseen in the Annex 2 or it was included during the implementation process. Explain the reason why the particular data was important for your PA.			
	Sections of the dashboard	Indicators consulted	Was the particular indicator foreseen in Annex 2 or is it a new indicator that you included during the implementation process? Answer with: FORESEEN / NEW	Reasons (Why the particular data was important for your PA?)

<p>Smart Destination Ecosystem (<u>how to use indices in the dashboard</u> for PA development; e.g. data from sensors/cameras)</p> <p><i>Note: the goal is to use the Dashboard in purpose to develop the PA; it is not necessary to consult every category in the Dashboard, but more than one category is acceptable.</i></p>	➤ CITY AT A GLANCE			
	➤ TOURISM	<i>Data about tourist arrivals and overnight stays</i>	<i>Foreseen</i>	<i>To get knowledge about tourist flows trends</i>
	➤ CULTURE & CRAFTS	<i>Mapped craftsmanship and creatives businesses</i>	<i>Foreseen</i>	<i>To have an improved knowledge of the local craft creatives business and to have an immediate picture of their location in order to facilitate the identification of possible itineraries.</i>
	➤ ENVIRONMENT			
	➤ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)	<i>Less Crowded paths</i>	<i>Foreseen</i>	<i>To support in defining sustainable tours in less crowded paths.</i>
	➤ CITY POPULARITY AND ATTRACTIVENESS	<i>Tripadvisor data</i>	<i>Foreseen</i>	<i>To have an improved knowledge about the cultural attractions, activities, products etc that are considered the most attractive by the public and improve the attractiveness of the itineraries</i>

10. Provide the list of the cultural and natural (tangible/ intangible) heritage to be promoted (see Annex 2). Please note if the heritage list has been respected and describe which heritage you had to delete or add during the pilot action implementation.		List of cultural and natural (tangible and intangible) heritage to be promoted.	Assessment: Has the list of cultural and natural heritage been respected? (YES / NO)	Note: answer to this question only if you answered NO to the previous one. Measures: Please describe the cultural and natural heritage added and/or deleted during the PA implementation.
	1	ARTISTIC MASKS production	yes	
	2	TRADITIONAL FOOD production	yes	
	3	TYPOGRAPHY, SERIGRAPHY, PHOTO production	yes	
	4	TRADITIONAL BOATS construction	yes	
	5	ARTISTIC GLASS production	yes	
	6	LACE production	no	<i>No lace producers responded to the public call launched to collect expression of interests from local CCLs.</i>
	7	MOSAIC production	yes	

	8	JEWELLERY production	yes	
	9	LEATHER products	yes	
	10	WOOD products	yes	
	11	ARTISTIC METAL products	yes	
	12	POTTERY products	yes	

	13	TRADITIONAL FABRIC products	yes	
	14	FARM products and FISHING	yes	

Annex 4 – Pilot action final assessment form

1. What did the pilot action consist of and what activities were actually implemented? How did the pilot action actually contribute to the promotion of the targeted tangible and intangible heritage? Were there any problems, deviations, delays from the actions defined in the planning phase (see Annex 1 and 2)? If so, could you explain the reasons and the solutions found?

As pilot action the City of Venice has realised the "Routes of Venetian craftsmanship and creativity", which consists in the design of 10 itineraries in the historic center of Venice and its islands aimed at enhancing the territory's craft activities and local products. Visitors are offered the opportunity to enjoy less "mainstream" places, alternatives to those with a greater tourist intensity, with the aim, on the one hand, of offering the experience of the lesser-known, of the most exclusive, of the authentic, and on the other, of contributing to revitalize the urban environment and the local economy, preserve traditional crafts and create new job opportunities.

For the promotion of the itineraries, a specific section has been created on the "Venezia unica" web site, the Official City of Venice Tourist and Travel Information platform, where you can find: the map of each itinerary, the description of the various stops, materials relating to the shops and the workshops included in the itineraries (photos, short interviews, references to book a visit to the laboratory) and the promotional video featuring the artisans involved (www.veneziaunica.it/it/content/percorsi-dellartigianato-e-della-creativita0-veneziani)

Two of these itineraries - "Cannaregio crossroads of worlds: Moorish Jews and Christians" and "Dorsoduro: unmissable masterpieces and spectacular views in an elegant and bohemian neighbourhood" - were "physically" tested on Friday 11 and Saturday 12 February. Each itinerary included a visit to 3 artisan shops. The "Routes of Venetian craftsmanship and creativity" were presented during the ORW "The S.LI.DES project: tools and strategies for sustainable tourism in Venice" held on Thursday 24 February.

All the artisans who participated in the creation of the Routes, the guides who designed the itineraries and the company that made the promotional video were invited to the meeting. In addition to these, all the main local players in the tourism sector were invited. Many of them participated and took part also to the parallel local event where they participated to the initiatives to gather their input for building the S.LI.DES. strategies.

Regarding deviations, the public call to identify the craft and creative businesses willing to be involved in the pilot action was published within the foreseen timeframe, but the process took longer than because the call was kept open much more than foreseen to get more expressions of interest. This decision helped to have more success in involving businesses, but caused some delays in the other related activities, in particular the tender to select the tourist guide to create the itineraries. All the documentation related to the tender was developed and approved in parallel to the public call in order to be ready to launch the tender as soon as the list was completed and recover part of the accumulated delay. The public procurement procedure was concluded in mid-October 2021 and the itineraries were designed by December 2021.

2. What were the main results achieved through the pilot action? Were all the specific objectives defined in Annex 2 successfully achieved? Please, provide evidence of the main achievements and explain the reasons of any possible deviations from the expected results.

Thanks to the pilot action, 10 itineraries have been created which, in addition to enhancing the cultural heritage of parts of the city still little known, will help to raise awareness and promote various craft activities that represent an important heritage of history and knowledge linked to the territory. Since this is an activity recently concluded, and given the still difficult context for the recovery of tourism-related activities, it is not yet possible to assess the impact of the pilot action on the promotion of sustainable tourism and the local economy. However, an important result has already been achieved by actively involving local stakeholders in an activity that for the City is supposed to be only the first of a series of actions aimed at promoting craft and creative activities in the area

1. How was each stakeholder category actually involved in the pilot action? Please, provide evidence of the involvement and explain the reasons of any possible deviations from what planned.

There were two ways of involving local stakeholders: the first through the public tender for the identification of craft and creative businesses to be involved in the pilot action, and the second through the OGD Venezia, the Destination Management Organization, whose members were informed of the project and supported the City in promoting the call.

The artisans identified through the announcement made themselves available to provide the information necessary for the construction of the itineraries and to participate in the promotional video and short videos dedicated to each of them. Local stakeholders also offered good participation in the two public events organized on 24 February: the open regional workshop, during which the results of the SLIDES project were presented, and the local event through which their inputs were collected for the construction of the SLIDES strategy.

2. How was the Dashboard tested? Was the Dashboard useful and effective for implementing the pilot action? Why? In the light of your experience and of the results of the pilot action, how could the Dashboard be further improved for being an effective tool for supporting tourism policies?

Although not yet complete, the mapping of craft and creative activities and the possibility to view them on the dashboard was very useful because it allowed the Administration to easily locate them and identify the best areas to build the itineraries. At the same time, the administration could not (and will not even be able in the future) involve the artisan businesses on the basis of their position, because it is required for reasons of transparency and to guarantee fair competition to use the public tender to give the opportunity for everyone to participate.

The maps will in any case be very useful for planning future strategies. To this end, it would be useful to be able to view the maps in full screen and to be able to easily export them to good quality JPG or PNG files where all the data can be well displayed, as well as being able to view even more types of activities in the same map. Furthermore, given the effort required to populate the platform with data, perhaps it would be appropriate to reduce the amount of data categories and focus on those that are most important to develop the future administration's tourism strategies.

The main problem we see in the future use of the dashboard is that there is not a back office to let Tourism personnel easily uploading new data, but there is the need of an IT technician.