S.LI.DES
Smart strategies for sustainable tourism in LIvely cultural DEStinations

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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.4.2.6 Pilot action report - Ferrara

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

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Introduction

This document contains the four annexes filled in by PP3 SIPRO Ferrara, that collected information on the pilot actionimplemented in Ferrara, starting from conducting some general information on the planed pilot action, an in-depth description form, pilot action monitoring form information and the final assessment of the pilot action implemented.

Pilot action in Ferrara

SIPRO Ferrara (PP3) implemented the pilot action with the aim to develop a food and wine marketing campaign, in order to confirm the image of the city as a place of agri-food excellence and so attract new consumers and tourists. This campaign was developed on the basis of the data processed by the Dashboard integrated with data collected frommobile phones and from the six sensors (able to recognize the presence of a mobile device connected to Wi-Fi in a specific area) installed in the city centre. For the start, 6 sensors have been strategically positioned from the month ofJuly 2020 in order to recognize the tourist flows that from the station or from the main car parks are directed towardsthe historic centre. All the data was supplied to the Dashboard that allows its visualization and interface them with thedynamic model of data integration and processing. During these six months, the first data were processed and provideduseful information. The data analysis collected and the integration of data in a dynamic mobility model are, in fact, among the objectives of the SLIDES project to provide the Municipality new tools for the study and the management of tourist flows in historic centres in the presence of pedestrianized areas.

Annex 1 – Pilot action form

The following form contains some general information on the SIPRO Ferrara 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 tobe promoted with the pilot action.

Annex 2 - Pilot action in-depth description form

The following form contains more detailed information on the SIPRO Ferrara 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 belisted 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 PP3 SIPRO concerns the implementation of the pilot action. During the implementation, PP3 SIPRO 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 Annex 2 form, and that is the assessment of target groups reached and the description of possible measured 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 Ferrara pilot action. After the implementation, PP3 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 Dashboard, 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	PP3 SIPRO
2	Partner's city	Ferrara
3	Pilot Action – general title (draft)	Definition and promotion of food and wine excellence in Ferrara

4	Short description of Pilot Action	This pilot action aims to develop a food and wine marketing campaign, in order to confirm the image of the city as a place of agri-food excellence and so attract new consumers and tourists. This campaign will be developed on the basis of the data processed by a dashboard integrated with data collected from mobile phones and from the six sensors (able to recognize the presence of a mobile device connected to wifi in a specific area) installed in the city centre. The sanitary emergency and the government restrictions in the 2020 have had great repercussions on the activities of the Slides project in general and in particular on the implementation of the pilot activities as the data collection has been slowed down and in some moments canceled by the total absence of tourists in the historic center of Ferrara. The 6 sensors have been anyway strategically positioned from the month of July 2020 in order to recognize the tourist flows that from the station or from the main car parks are directed towards the historic center. All the data will be supplied to the dashboard that will allow its visualization and interface them with the dynamic model of data integration and processing. During these six months, the first data were processed and provided useful information. The data analysis collected and the integration of data in a dynamic mobility model are, in fact, among the objectives of the SLIDES project to provide the Municipality new tools for the study and the management of tourist flows in historic centers in the presence of pedestrianized areas. This action, which will direct the activities to enhance the heritage of the historic center, will involve three main actions:

		- Typical products and agri-food chains: the whole province of Ferrara is equipped with highly valuable agro-food and wine-producing raw materials. The idea is the creation of a typical Ferrara menu, defined and certified, including the main typical dishes and wines of the province - Historical shops: discovering the historical identities which characterize the city in view of enhancing the touristic offer A new food and wine route, not only connected with agri-food products but, mainly, with their artisanal productions, involving trade operators in offering tourists real demonstrations (=laboratories).
5	Main objectives of Pilot Action	- The enhancement of the least considered parts of the city or commercial activities or heritage; - The enhancement of local cuisine and typical food and wine products; - The introduction of a quality system for restaurants, creating a new and typical experience for tourists; - The identification of a city tour through its historical shops and knowledge of products which have defined the history of the city; - Support the restart of all activities related to the tourism sector after the health and economic crisis due to the pandemic
6	How the Pilot Action can benefit from the information displayed in the Destination Dashboard	All the data will be supplied to the dashboard that will allow its visualization and interface them with the dynamic model of data integration and processing.

7	Pilot Action contribution to the effectiveness of Smart Destination Ecosystem	This pilot action helps to enhance local tourism offer, to revitalize social and economic development in historical center and to transform cultural assets in valuable resources
8	Tangible/Intangible Heritage to be promoted through the Pilot Action	The historical center of Ferrara (including almost all the tangible heritage of the city: Estense Castle, the San Giorgio Cathedral, Palazzo Diamanti, ghetto ebraico..) and also the intangible one (historical shops, restaurants, artistic pottery, agrifood traditional productions)

Annex 2 – PILOT ACTION IN-DEPTH DESCRIPTION FORM

1. Project partner number/name	PP3 Sipro Development Agency		
2. Partner's city	Ferrara		
3. Pilot Action – general title	DEFINITION AND PROMOTION OF INITIATIVES ABOUT EXCELLENCES OF FERRARA AND ITS PROVINCE		
4. List of target groups to be reached through the PA. Note: the two inputs are mutual for all the partnership; if possible, try to specify them within *Category field*.	PA Target groups (from AF)	Category/target group description	Indicator target (number of visitors/tourists /businesses/ etc. to be reached)
	1 *Visitors/tourist/ customers*	*(Which groups/segments of visitors/tourists are mainly addressed by PA;* *e.g. domestic/ international tourists, adults, families with children, school groups, etc.* *Note: see the section "Key factors" in the PA methodology document for further explanation.*	"General public" About 500/1.000

			Local, national and international tourists	
	2	***Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage***	*(Does PA involve mainly some specific kinds of businesses/ organisations or all those related to handcrafts, cultural heritage, CCIs?* *e.g.: only the more historic businesses, the start-ups, businesses related to a specific production, etc.)* *Note: see the section "Key factors" in the PA methodology document for further explanation.* - *Historical shops (Botteghe Storiche Ferrara);* - *Agri-food typical productions;* - *Handcrafts shops and businesses associations*	*30 (to be confirmed)*

	3	*Local authorities*	*Municipalities of the Province of Ferrara, Destinazione Romagna*	*4*

5. List of stakeholders relevant for your pilot action according to the intervention area selected; name their category and describe their role in 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 you pilot action's final target.	Indicator target (number of specific stakeholders to be involved)
	1	Municipality of Ferrara: Tourism, Trade and ICT sectors	Public	Processing of dashboard data, identification of the itinerary and involvement of trade operators and stakeholders for the promotion and marketing of tourists real demonstrations (=laboratories).	3
	2	Province of Ferrara	Public	Identification of itineraries in the whole province	1
	3	AMI Ferrara	Sectoral agency	Dissemination of data about flows related to mobility	1
	4	Chamber of Commerce	Business association	Dissemination of data connected to the trade operators	1
	5	VisitFerrara Consortium	Sectoral agency	Promotion of itineraries with members of the consortium, tour operators and journalists	2
	6	Crafters businesses Associations	Business association	Involvement of the members in the preparation of itineraries and in the implementation of promotional actions	2
	7	Hospitality associations	Business association	Collaboration in promoting itineraries with their customers	1
	8	Dedagroup Public Services	Sectoral agency	Collaboration with the Municipality of Ferrara in processing of data from sensors	1

9	"Botteghe Storiche" shops	Private	Realization of tourists real demonstrations (=laboratories), also for non-tourists	10
10	Destinazione Romagna	Public	Regional promotion of itineraries	1

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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.	*e.g. new visit itineraries, a program of events (concerts, dance shows, etc.), an art exhibition, paper information panels, etc.* **Note: see the section "Key factors" in the PA methodology document for further explanation.* Develop a marketing campaign, in order to confirm the image of the city, and its territory, as a place of artisanal and agri-food excellence and so attract new consumers and tourists. A new itinerary will be defined, not only connected with agri-food products but, mainly, with their artisanal productions, involving trade operators in offering tourists real demonstrations (=laboratories). The definition of the pilot activity is taking place in a coordinated way with other ongoing initiatives in our territory in other european projects: 2 video tours and 13 clips on local artisans; collaboration with businesses associations and in detail CNA Ferrara; tourism data collection and analysis from mobile phone.

| | Please list the main "**digital**" interventions on which the PA is based. | *e.g. a mobile application to support visitors, online content and information, sensors and cameras, etc.*
*Note: see the section "Key factors" if the methodological document for further explanation.

The marketing campaign will be developed on the basis of the data processed by a dashboard integrated with data collected from mobile phones and from the six sensors (able to recognize the presence of a mobile device connected to wifi in a specific area) installed in the city centre from the month of July 2020. In Ferrara the data collection by the sensors has been extended till the end of the 2021 in order to analyze data after the emergency period due to Covid-19 restrictions, the Municipality of Ferrara is also evaluating the possibility to install 2 other sensors in the city. In the next months Sipro will evaluate with the businesses associations, the Municipality and the Province of Ferrara the possibility to implement the marketing campaign and the pilot action with the test of a prototype of a digital booking system for itineraries that will also include experiences and workshops in the shops of local artisans/handcrafts. This booking system could be integrated with the already existing portals, however, giving more visibility to craft |

| | | businesses and their proposals for tourists and inserting them within visiting itineraries in the municipal but also the provincial territory. |
| 7. List the main | | |

steps that are foreseen for the development and implementation of the PA and the expected timeframe.		Foreseen steps	Timeframe
	1	*Involvement of the local authorities (Municipality of Ferrara, Province of Ferrara, small Municipalities near to Ferrara) and the businesses associations (in detail CNA Ferrara) to capitalize the already ongoing initiatives on the development of new tourism itineraries with the involvement of local artisans and on the other side ongoing analysis of tourism data from mobile phone*	*July/August/September 2021*
	2	*Evaluation with the businesses associations, the Municipality and the Province of Ferrara the possibility to implement the marketing campaign and the pilot action with the test of a prototype of a digital booking system for itineraries that will also include experiences and workshops in the shops of local artisans/handcraft*	*September/October 2021*
	3	*Definition of specific steps for the implementation of the pilot action*	*October 2021*
	4	*Definition and realization of new tourism market campaign with the involvement of local artisans and hancrafts*	*November 2021*
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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. *(e.g. If the main*		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	*The enhancement of the least considered parts of the city or commercial activities or heritage;*	*Yes. Itineraries will aim not only at the discovery of the city center but will move the tourist flows towards the least considered parts of the city*	*Yes. Itineraries will aim at the visit of the least considered commercial activities and tourists will also test real demonstrations and laboratories*	*Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries*	*1*
	2	*The enhancement of local cuisine and typical food and wine products;*	*Yes. Itineraries will aim not only at the discovery of the city center but will move the tourist flows towards the least considered parts of the city where tourist will also taste typical dishes and test food and wine experiences*	*Yes. Operators will be involved in the organization of laboratories and food and wine experiences*	*Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries*	*1*

objectiveis to manage tourist 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.)	3	The identification of a city tour through its historical shops and knowledge of products which have defined the history of the city;	Yes. Itineraries will move tourists at the discovering of the historical identities which characterize the city in view of enhancing the touristic offer;	Yes. The new routes will not only connected with agri-food products but, mainly, with their artisanal productions, involving trade operators in offering tourists real demonstrations (=laboratories).	Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries	1
	4	Support the restart of all activities related to the tourism sector after the health and economic crisis due to the pandemic.	Yes, the creation of new routes and itineraries will move tourist flows helping all the trade activities along them	Yes. This PA will support the restart of all activities related to the tourism sector after the health and economic crisis due to the pandemic.	Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries	1
	5					1
	6					1
	7					1
	8					1

| | 9 | | | | | 1 |

	10					*1*
	…					*1*

9. The degree of innovation of your PA: Were there any similar cases (actions) in your city? Note: if your PA repeats similar	Please, mark the alternatives from *a* to *c* that best suit with your PA or add another one (*d*) if necessary.		
	a) The PA takes its cue from one or more initiatives/projects developed by other national or international cities	☐	*Please, list the projects and if and how the PA differs from these cases* *Add…*

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?	b) The PA takes its cue from / capitalize on the results of one or more initiatives/projects developed by the city in the past	X	*Interreg Adriatic-Ionian Programme – Adrion5Senses Project (concluded on 30/04/2021)* *The Slides pilot action initiatives will capitalize the results of the Adrion project in detail for the involvement of the local artisans/botteghe storiche/local food and wine production companies in the definition of virtual tours. Slides pilot action will implement these activities realized in emergency and restrictions period to better confirm the image of the city, and its territory, as a place of artisanal and agri-food excellence and so attract new consumers and tourists. A new itinerarie will be defined, not only connected with agri-food products but, mainly, with their artisanal productions, involving trade operators in offering tourists real demonstrations (=laboratories).* *UIA – Air Break Project (ongoing)* *Slides pilot action will also capitalize the results on tourism data analysis by mobile phones that will be realized till the end of the year in the city of Ferrara thanks to the Air Break project. This analysis will be combined with data from city sensors*
	c) The PA is completely new for the city (no such initiative/ project has ever been developed in the city)	☐	--

	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 to use indices in the dashboard</u> 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	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	*Direct employment in tourism* *Evolution of tourism arrivals vs hotel bedplaces*	*To understand the evolution of employment in tourism and the correlation between arrivals in the city and the occupation of bedplaces*
	TOURISM	*Tourist arrivals* *Trends* *Seasonality*	*To get the information on the number of arrivals on the date and potential city crowds. To understand the tourist flows and trends in national and international tourism*
	CULTURE & CRAFTS	*Evolution of tourism arrivals vs. visitors to museums and galleries*	*To understand the correlation between arrivals in the city and museums visited*

not necessary to consult every category in the Dashboard, but more than one	ENVIRONMENT	*Contribution of tourism to waste production* *Water consumption*	*To understand the impact of tourism on the environmental sustainability of the city*

category is acceptable.	ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)	*Pedestrian mobility*	*To understand how change the tourist flows*
	CITY POPULARITY AND ATTRACTIVENESS	*Popularity of the city brand* *Ranking of top cultural attractions for visitors*	*To understand how is the city perception for tourists*

		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
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	1	ARTISTIC POTTERY	*yes*	*Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries with laboratories and experiences for tourists and will be insered in the booking system*	*1*

its promotion.	2	HEMP for textile production	*yes*	*Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries with laboratories and experiences for tourists and will be insered in the booking system*	1
Please specify which tangible and intangible heritage is declared in the AF and which one is not declared in the AF but is important for the city.	3	AGRIFOOD traditional productions	*yes*	*Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries with laboratories and experiences for tourists and will be insered in the booking system*	1
	4	"Botteghe Storiche" in Ferrara	*It is a set of activities in the historic center of Ferrara with a recognized brand*	*Historical shops, restaurants, artistic pottery, agrifood traditional productions will be involved in the itineraries with laboratories and experiences for tourists and will be insered in the booking system*	1

Annex 3 – PILOT ACTION MONITORING FORM

1. Project partner number/name	PP3 Sipro Development Agency			
2. Partner's city	Ferrara			
3. Pilot Action – general title	DEFINITION AND PROMOTION OF INITIATIVES ABOUT EXCELLENCES OF FERRARA AND ITS PROVINCE			
4. List of target groups to be reached through PA. Note: the two inputs are mutual for all the partnership.		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	*Visitors/Tourists*	*Ongoing activities*	*The third part of the PA, which will involve daily visitors, tourists and customers, is planned for November and December*
			YES	

	2	*Businesses and organisations related to handcrafts, CCIs, intangible cultural heritage*		

	3	*Local authorities*	*YES*	

		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**)	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 stakeholders' involvement.
	4	*Journalists and tourism operators*	*YES*	
5. List of stakeholders relevant for your pilot action according to the intervention area selected. Please consider the stakeholders' list from your **Annex 2**; name the category they are in and describe their role in your pilot action.		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**)	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 stakeholders' involvement.
	1	Municipality of Ferrara: Tourism, Trade and ICT sectors. Public category	YES	
	2	Province of Ferrara. Public category	YES	
	3	AMI Ferrara. Sectoral agency category	YES	
	4	Chamber of Commerce. Business association category	YES	

Please describe if there are measures that need to be implemented to improve the stakeholders' involvement.	5	VisitFerrara Consortium. Sectoral agency category	YES	
	6	Crafters businesses Associations. Business association category	YES	
	7	Hospitality associations. Business association category	YES	
	8	Dedagroup Public Services. Sectoral agency category	YES	
	9	"Botteghe Storiche" shops. Private category	YES	
	10	Destinazione Romagna. Public category	YES	
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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	*2 Educational Tours in the Ferrara area (hystorical centre and suburban areas) to discover the main cultural sites and the local*	*YES*	

| | | *artisanal traditions and products* | | |

2	*Four meetings organized in two different municipalities in collaboration with VisitFerrara Consortium. The aim of these trainings ("Lessons of the Territory") is to involve local tourism operators in exploring and knowing the territory for a better promotion.*	*Ongoing organization*	

3	*A temporary Showroom located in the city centre of Ferrara in order to support local artisans which will show their products and meet new consumers, tourists and visitors.*	*Ongoing organization*	*This activity is planned for November and December*

		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 / 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 improve the analogue interventions implementation.
	1	*Exploitation of the data collected by mobile phones and the six sensors installed in Ferrara*	*Ongoing activitiy*	*The collection of data from sensors has been extended until December 2021. Sipro, through the UIA- Air Break project activities, is also collecting data on tourist presences in Ferrara in 4 weeks from July to December 2021*

		to project and plan the marketing campaign		
	2	*Digital promotion of the Showroom (e.g. digital contents shared on social media)*	*Ongoing activitiy*	*TBD (To be defined)*

7. List the main steps that are foreseen for the development and implementation of the PA and the expected timeframe.		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	*Involvement of the local authorities (Municipality of Ferrara, Province of Ferrara, small Municipalities near to Ferrara) and the businesses associations (in detail CNA Ferrara) to capitalize the already ongoing initiatives on the development of new tourism itineraries with the involvement of local artisans and on the other side ongoing analysis of tourism data from mobile phone*	*July/August/September 2021*	*YES*	

	2	*Call for the selection of an external expert for the pilot implementation: Eductour + "Lessons of Territorory"*	*September 2021*	*YES*	
	3	*Realization of 2 Educational tours in the Province of Ferrara area with the involvement of local artisans/handcraft*	*30th September/1th October 2021*	*YES*	
	4	*Call for the selection of an external expert which provides the organization of the temporary showroom and related activities as planning events, staff management, social and digital promotion etc.*	*11th October/ 18th October 2021*	*YES*	
	5	*Realization of 4 "Lessons of Territory" training sessions for tourist operators*	*October/November 2021*	*YES*	
	6	*Opening of the temporary showroom in the historical centre of Ferrara*	*November/December*	*YES*	
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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	*The enhancement of the least considered parts of the city or commercial activities or heritage;*	*YES*	

	2	*The enhancement of local cuisine and typical foods and wine products;*	*YES*	
	3	*The identification of a city tour through its historical shops and knowledge of products which have defined the history of the city;*	*YES*	
	4	*Support the restart of all activities related to the tourism sector after the health and economic crisis due to the pandemic.*	*YES*	

9. PA contribution to the effectiveness of Smart Destination Ecosystem: please describe how the PA plans to test the Smart Destination Ecosystem (how 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*	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?)
	➢ CITY AT A GLANCE	➢ *Direct employment in tourism* ➢ *Evolution of tourism arrivals vs hotel bedplaces* ➢ *Tourism specialization of local entrepreneurship*	*FORESEEN*	*The three indicators show how employment in tourism sector is involved and how the tourism supply in specialized.* *In addiction the evolution of tourism arrivals compared with the evolution of hotel supply, in terms of bedplaces, describes a weak relationship which could be strengthened by PA, providing activities, as the "Lessons of the territory", in order to educate tourism operators to the opportunities that a sustainable, sensorial and experiential tourism can promote.*

category is acceptable.	➢ TOURISM	➢ Tourist arrivals ➢ Trends ➢ Seasonality	*FORESEEN*	*To get the information on the number of arrivals on the date and potential city crowds. To understand the tourist flows and trends in national and international tourism, which have a quite similar trend during high season period in summer.* *During autumn and winter, especially from November to February, tourist flows decrease and the PA is an opportunity to encourage tourism thanks to the marketing campaign followed by the third part of PA and the Showroom's opening.*
	➢ CULTURE & CRAFTS			
	➢ ENVIRONMENT			
		➢ Pedestrian mobility	*FORESEEN*	*To understand how change the tourist flows.* *Data collected from July 2020 show the first pedestrian mobility in Ferrara, which has never traced*

	➢ ACCESSIBILITY AND MOBILITY (INCLUDING DATA FROM SENSORS AND CAMERAS)			*and analysed before. The first analysis displayed a different traffic flows during events as concerts planned in the city centre of Ferrara. Events canattract more daily visitors, tourists and local citizens which could visit the centre and cultural attractions and at the sane time exploring local activities based on handicrafts and typical products.*
	➢ CITY POPULARITY AND ATTRACTIVENESS	➢ *Popularity of the city brand* ➢ *Ranking of top cultural*	*FORESEEN*	*To understand how is the city perception for tourists. The data collected using Google Trends show an ongoing rise of web searches made by domestic and international audience with peaks in summer despite*

		attractions for visitors		*winter season. This interesting aspect confirms the seasonality of the tourism in Ferrara. The action planned by the PA should promote the image of the destination and encourage tourism in a sustainable and attractive way (e.g. new itinerary focused on the cultural, natural and traditional aspects of the territory), but it also encourage new visitors, tourists and local citizens to explore the city and related crafts activities during the low season.*

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 POTTERY	YES	
	2	Processing of medicinal plants	YES	
	3	AGRIFOOD traditional productions	YES	
	4	"Botteghe Storiche" in Ferrara	YES	
	5	Historical centre of Ferrara – Cultural heritage	YES	
	6	Texile productions	YES	

Annex 4 – Pilot action final assessment form

1. Project partner number/name: **PP3 – Sipro Development Agency-Ferrara**
2. Partner's city: **Ferrara**
3. Pilot Action – general title: **Definition and promotion of initiatives to enhance the excellences of Ferrara and its territory**

4. What did the pilot action consist of and what activities were actually implemented? How did the pilotaction 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

The aim of the pilot action in Ferrara was to develop a marketing campaign, in order to confirm the image of the city and its territory as a place of artisanal and agri-food excellence and so attract new consumers and tourists especially in this period characterized by the sanitary and economic emergency for the tourism sector. The promoted cultural and natural heritage (tangible and intangible), included pottery, hemp and agrifood.

The starting point to define the pilot action was to coordinate it with other ongoing initiatives in the territory developed with other european projects – Adrion5Senses (Interreg Adriatic Ionian) and AirBreak(UIA) as in example the realization of 2 virtual tours with the involvement of 13 local artisans in collaboration with the businesses associations and in detail CNA Ferrara and the collection and analysis of tourism data collection from mobile phone.

Sipro Ferrara in collaboration with the local stakeholders defined a pilot activity composed by four main actions:
- 2 eductours realized on the 30th of September and the 1st of October 2021

The first actions defined for the pilot action implementation in the Province of Ferrara was the organization of 2 Educational Tours in different areas of the Province of Ferrara from an internal area ("Alto Ferrarese" **– Municipalities of Bondeno, Terre del Reno, Vigarano) to the Adriatic Coast Area (Delta Po Park, Comacchio) through Ferrara City. The two new itineraries have been defined, not only connected with agri-food products but, mainly, with their artisanal productions, involving trade operators in offering tourists real demonstrations and laboratories.**

The Educational Tours took place on 30th September and 1st October 2021, they mainly involved journalists, bloggers, local authorities and tourism operators/associations and were the opportunity for them to discover new tourism route in the region also through visits and laboratories with local handcrafters. We

have identified a couple of routes in the area, to discover the typical products and food and wine excellences that are integrated into a sensorial and experiential tourist system where historical-artistic and natural attractions are mixed with the traditions of the territory. In these itineraries was possible to test different kind of transport systems, bike, bus, boat, also enhancing forms of sustainable tourism which is an important issue for the tourism development in the region. During the Eductorurs participants were "accompained" through different places in the area with particular historical, artistic and natural value with particular attention to the typical productions of the territory, artisan productions and food and wine, which tell the traditions of this area and its history.

4 training sessions - "Lessons of Territory" realized between November 2021 and January 2022; The second part of the pilot action was the initiative "Lessons of the Territory", aimed to know and understand the territory in order to better promote it to tourists. The initiative provided an alternation of classroom lessons, to deepen some issues related to the tourism sector, and itineraries and guided tours in the area to enhance the knowledge of the artistic, cultural and naturalistic emergencies and create networking activities between tourism operators. An initiative for touristic operators in the local area aimed at identifying the best tools for the enhancement of the resources of the territory of Ferrara.
The training events took place on the 24th and 30th of November 2021, 25th and 31th January 2022

- **1 temporary showroom of handcrafted products on November and December 2021;**
The third part of the pilot action was realized through the carrying out of a temporary showroom located in the centre of Ferrara focused on the excellences products and artisanal local enterprises. It was inaugurated on November and opened until the end of December 2021. The aim of this initiative developed with the businesses associations was to create a space for craft businesses (SMEs) and locals artisans of Ferrara to show their products to new consumers, tourists and local citizens.
The initiative has been called "Artigiani a Palazzo" and involved handcrafters for four sectors - fashion, artistic crafts, food, cosmetics - and a single aim: to enhance a transit area little used by residents and tourists albeit in the historic center. Also a new website has been created with detail on the initiative https://artigianiapalazzo.com/.
During this period were also organized 3 specific events / workshops related to the topic. Over 120 people took part in the three workshops Protagonist, craftsmanship with its exhibitors and three moments aimed at making children and adults know how to create using clay, fabric and colors (27 November), wine and food tasting (4 December), fashion style (12 December).

- **1 printed brochure on the shops recognized with the brand "Botteghe Storiche" of Ferrara.**
A specific brochure has been produced on the historic shops of Ferrara. They are a living testimony of the history, culture and traditions of the territory. The pubblication include the story of the shop and its owners

The main aim of the pilot action was to directly involve local stakeholders, authorities, tourist operators and handcrafters in specific action to better promote our territory through a different point of view.
So the tangible and intangible heritage in the province of Ferrara area was promoted as an integrated system of cultural and natural sites with artisans and handcrafters which represent the added value in the tourist offer. The pilot action, indeed, had the objective of enhancing the historical and natural systems included in the "classic" tourist routes by adding the experiential factor for a relaunch of craft activities in this period characterized by the economic effects of the pandemic.

5. 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.

All the specific objectives defined in Annex 2 were successfully achieved: the defined and promoted itineraries helped not only at the discovery of the city center but also to move the tourist flows towards the least considered parts of the city, giving also the the possiblity to taste typical dishes and test food and wine experiences. Besides the pilot action encouraged tourists to move at the discovering of the historical identities which characterize the city in view of enhancing the touristic offer. Finally, the phases of the pilot action supported the restart of several activities related to the tourism sector, despite the health and economic crisis due to the pandemic.

As a further result achieved, particularly thanks to the "Lessons of territory", the participanting tour operators created networking and synergies between them and, in some cases, created the conditions for future collaborations.
How was each stakeholder category actually involved in the pilot action? Please, provide evidence of the involvement and explain the reasons for any possible deviations from what was planned.

Each stakeholder category was involved in the several phases of the pilot action: local authorities (Municipality of Ferrara - Tourism, Trade and ICT sectors, Province of Ferrara and Destinazione Romagna), Sectoral agencies (AMI Ferrara, VisitFerrara Consortium, Dedagroup public services), Business associations (Chamber of Commerce of Ferrara, Crafters Bussines Associations), Hospitality associations, Botteghe Storiche shops. The involvement of public sector and private operators helped to create synergies in order to a strengthening and improving the city's tourist offer.

Particularly, during the educational tours were involved journalists, bloggers, local authorities and tourism operators/associations but also local artisans who hosted the participants within their companies/shops organizing guided visits and laboratory experiences. The "Lessons of the Territory" were mainly addressed to tour operators helping them to better know and understand the territory in

order to promote it to tourists. The temporary showroom hosted artisanal local enterprises and craft businesses and was opened to everyone, tourists and locals.

6. 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 Dashboardbe further improved for being an effective tool for supporting tourism policies?

The marketing campaign was developed on the basis of the data processed by the dashboard integrated with data collected from mobile phones and from the six sensors (able to recognize the presence of a mobile device connected to wifi in a specific area) installed in the city centre from the month of July 2020. In Ferrara the data collection by the sensors was extended till the end of the 2021 in order to analyze data after the emergency period due to Covid-19 restrictions.

The data provided by the dashboard on tourist flows and mobility helped to attract new visitors throughthe testing of a new temporary Showroom located in the city centre of Ferrara.

Thanks to these results, the Dashboard could be further improved for being an effective tool for supporting tourism policies, in order to define new touristic city routes and facilitate the mobility of visitors in less frequented areas of the historic center.