

# 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.5.3.2 - Transferability framework template

<b>Work Package:</b>	<b>5 - The S.LI.DES. Strategy</b>
<b>Activity:</b>	<b>5.3 - Transferring the S.LI.DES. strategy</b>
<b>Responsible Partner:</b>	<b>PP5 – City of Venice (IT)</b>
<b>Partners involved:</b>	<p>LP – Ca’ Foscari University of Venice (IT)            PP1 – Ciset (IT)            PP2 – Ecipa (IT)            PP3 – SIPRO Ferrara (IT)            PP4 – City of Bari (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</p>

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## A- Looking into the future: D. 3.3.2 Transferability framework template for the other Cities

The S.LI.DES. strategy and cooperation agreements are meant to represent a first step towards a common vision on innovative Tourism policies in the Programme area and a pathway for the harmonization of strategies in the EU Strategy for the Adriatic-Ionian Region (EUSAIR) context. The aim of this activity is to ensure the S.LI.DES. strategy applicability and replicability in other cultural destinations within or outside the Programme area in order to foster the strategy transferability and promote its adoption at EU level. The project pilot actions phase in the destinations represent the starting point to analyse strengths and weaknesses of the application of the S.LI.DES. strategy to different context/scenarios. The results of the analysis, summarised in the S.LI.DES. Transferability framework (D.5.3.3), should guide any EU interested destination in adopting the strategy according to specific territorial needs and features, by applying the following framework:

### D - 5.3.2 TRANSFERABILITY FRAMEWORK TEMPLATE FOR EXTERNAL DESTINATION

**STEP ONE** - Any know-how transfer and cooperation framework comes to address a specific situation and serve specific needs of the local situation that will apply this framework. The transferability framework should start with some basic elements: a rationale (WHY), a replicable solution (WHAT), a method to replicate your solution (HOW), the city profile (WHO), an assessment of new regions and countries (WHERE), and a strategy for introducing your solution to a new context (and adapting it).

**STEP TWO** - Setting objectives – SMART method

**STEP THREE** - Fill in the template (see below)- based on the policy cycle

**STEP FOUR** - Select one of the method of transferability

- 1) Replication, copy /paste of the design and implementation, evaluation process, regulatory Framework,
- 2) Benchmarking and adaptation of outputs according to the policy
- 3) Inspiration, new Ideas – Observation list of Stakeholders Communication materials

**Figure 1- Transferring methodology – Framework for the other CITIES**

Transferability of S.LI.DES. project results is a multidimensional practice that requires collective effort first from the project partners and then from the relevant stakeholders involved during the lifetime of the project.

The transferability of a best practice from one region/city to another is not a simple and straightforward action; it depends on a series of factors that determine its success. Many scientists and professionals have examined the success factors in the general aspect of a knowledge transfer; the best practice is indeed a knowledge in its broader sense.

Prior to the description of the transferability tools for other EU destinations, a strategic framework that will enable a good cooperation between the 'origin' and 'destination' regions that will eventually guarantee the expected results is provided.

**STEP ONE** - Any know-how transfer and cooperation framework comes to address a specific situation and serve specific needs of the local situation that will apply this framework. The transferability framework should start with some basic elements: a rationale (WHY), a replicable solution (WHAT), a method to replicate your solution (HOW), the city profile (WHO), an assessment of new regions and countries (WHERE), and a strategy for introducing your solution to a new context (and adapting it).

**STEP TWO** - Also when setting the objectives of the policy intervention it is important to check them against the SMART criteria (i.e. specific, measurable, achievable, realistic and time-bound)

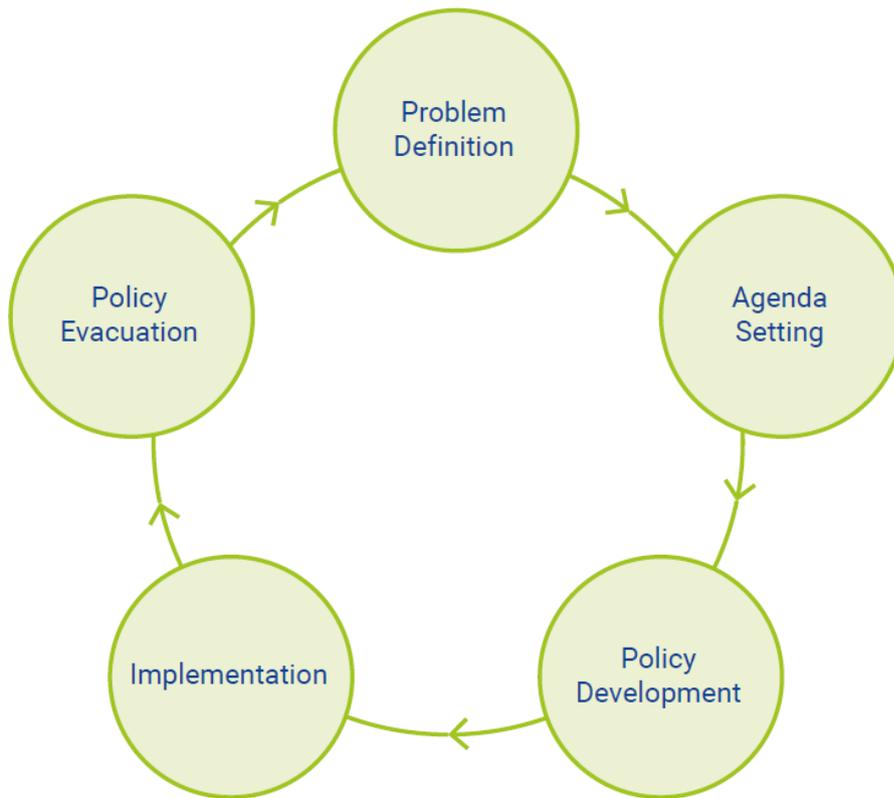
- Specific – outline in a clear statement precisely what is required.
- Measurable – include a measure to enable organisations to monitor progress and to know when the objective has been achieved.
- Achievable (or agreed) - design objectives to be challenging, but ensure that failure is not built into objectives. Objectives should be agreed by managers and employees to ensure commitment to them.
- Realistic (or relevant)- focus on outcomes rather than the means of achieving them
- Time-bound

**STEP THREE** - Fill in the Table 1 based on the policy cycle Figure 2

**STEP FOUR** - It is possible to identify the following method of transfer

- 1) **Replication, copy /paste of the** design and implementation, evaluation process, legislation and regulatory Framework, Communication materials

- 2) **Benchmarking and adaptation** of outputs according to the policy, Pilot Actions as benchmark
- 3) **Inspiration, new Ideas** – Observation list of Stakeholders Communication materials



**Figure 2 – Policy Cycle**

External destination characteristics	SLIDES resources available	Transferability method	What has been transferred?
1 Analysis of the existing situation (quantitative and qualitative assessment) – Problem definition	Scenario A, Scenario B, Scenario C		
2 Identify issues, Analysis of available resources (economic, legislative, tourism industry civil society) – Agenda setting	See outputs of the SLIDES project, in particular Work Package 3		
3 Identification of authorities and stakeholders to be involved at both regions/areas in the transferability - Agenda setting	See contact list SLIDES as example		
4 Formulation of the policy – explore the possibility to implement a Pilot action to test your future policy -	See pilot action SLIDES Work Package 4		
5 Adoption and implementation of your policy/action	See pilot action SLIDES Work Package4		
6 Evaluation and fine-tuning of the policy/action	See Strategy recommendations Work Package 5		

**Table 1 - D. 5.3.2 Transferring framework for the other cities**

Table 1 illustrates the general Framework that can be used by other destinations for transferring, as well as the link between the components of the Framework and the S.LI.DES. main outputs. The Table depicts a hierarchical structure composed by several levels of components, aiming at the smooth transferability of the identified good practices to the target regions. Each component provides the possibility for further and more specific actions. The above components are in sequential order but it can be modified according to the specific needs; each one of them serves a specific objective and consists of a series of actions.

## B. Transferability framework: Tools for the project consortium - Actions after project termination

1. The dissemination will continue after the end of the project at local, national and EU level. In particular EU cities networks will be contacted in order to disseminate the project results (Eurocities, Urbact, Civitas Network, National operational programme “Metropolitan cities 2014/2020, etc. )
2. A list with potential Transfer destinations has been created
3. Communication in the final stage of the project will be focused on the promotion of outputs and results of the project and on the involvement of external audience in pilot activities
4. The S.LI.DES outputs will be transferable to other relevant decision-makers via the partner’s website and, and during final events on the subject. For this purpose, below there are selected examples of ranges of activities or tools related to the dissemination and use of results:

**The Lead Partner will act as main contact point after the end of the project - Ca’Foscari (e-mail: [slides@unive.it](mailto:slides@unive.it) )**

**Website** - still the most common dissemination tool in European projects. It is used to publish results as well as promote the project and partner institutions. It reaches practically an unlimited number of recipients.

**Recommendation** - It is therefore necessary to ensure that links to the project results are found in places (websites) frequently visited by our target group. Each partner will publish the main results in their dedicated page.

**Internet forums and blogs** - enable sharing knowledge and experience on a given topic, answering questions and sharing information with others.

**Recommendation** - partners will use them as a tool for exchanging experiences, disseminating results, a meeting place for various people: experts, trainers, users, and interested parties.

**Social media** (Facebook, Twitter, LinkedIn, Telegram etc.) - they enable sharing knowledge and experience, as well as materials, among interested people. By enriching the message with an element of recommendations, they are an effective way to promote and disseminate results. **Recommendation** update before the end of the project.

**Newsletter** - popular means of informing interested circles about project progress. They allow you to reach specific target groups and keep them interested throughout the duration of the project.

**Recommendation** last newsletter to be circulated also to the transferability list.

If possible, project partners should continue to make reference to the S.LI.DES. results in the future in:

- **Articles and press information** - The press (both traditional and electronic) is a medium with a very large range, so it allows reaching a wide audience and gaining the interest of people whom we cannot reach directly. The right choice of content and form of communication is also important. An effective way of disseminating the results may be placing articles in the industry press addressed to a specific group of recipients interested in the subject of our project.
- **Meetings, direct contacts** - During direct contact, the message is much more effective and convincing, and the chance to interest the interlocutor in the result is much higher. This method of communication is particularly recommendable in the case of attempts to reach information with decision-makers, senior people or people from whom we expect a change in the current attitude.
- **Conferences, seminars** - It enables gathering people potentially interested in the results of our activities in one place and time. Conferences, seminars and other such meetings provide a very valuable opportunity to exchange views and experiences between experts and participants.
- **Fairs, exhibitions** - participation in various fairs and exhibitions thematically relevant to our project allows you to provide information about it to a relatively large number of people. Such events are an opportunity mainly to promote the project, but they also create a chance to meet people or representatives of institutions actually

interested in our achievements. The possibility of direct contact and conversation about the use of project results is very valuable.

- **Training, workshops** - events such as training or workshops are good opportunity to meet potential users and provide them with knowledge about the results achieved. These meetings are often used to test results, and thus collect feedback on them in order to better match the needs of users.
- **Video clips** - video materials can be a very interesting way to present the results, as well as a way to promote the project. Short video broadcasts can be a form of training provided via the network in a version friendly to personal computers or mobile phones or iPods. However, for such materials to be useful and properly received, they must be of high technical quality and aesthetic value. Their preparation requires specific skills and special equipment, so it is not an easy task, and also involves considerable costs.
- **Project databases** - placing projects and their results in European databases is an effective way to present projects and their results to recipients from other countries.
- **Leaflets, brochures** - leaflets or brochures are still a fairly widely used information tool, mainly due to the relatively low costs of their preparation. They usually serve as a tool for promoting a project or institution, rather than actually disseminating the results. Their effectiveness largely depends on the way they are distributed.
- **Radio and TV** - Preparation of appropriate material also requires specific skills and technical capabilities. Due to the nature of these media, the airtime offered is also very short and allows only to provide very few information about the project. When planning this type of message, you need to think very well about its purposefulness and cost effectiveness.