

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.2.4.4 – FINAL CROSS BORDER CONFERENCE

Work Package:	2 – Communication activities
Activity:	4 – Public events
Responsible Partner:	Sipro Development Agency
Partners involved:	<p>LP – University of Cà Foscari (IT)</p> <p>PP1 - Ciset (IT)</p> <p>PP2 - Ecipa (IT)</p> <p>PP3 - SIPRO Ferrara (IT)</p> <p>PP4 - City of Bari (IT)</p> <p>PP5 - City of Venice (IT)</p> <p>PP6 –CAST-University of Bologna (IT)</p> <p>PP7 – Institut za Turizam</p> <p>PP8- Craft College- Institution for adult education Subsidiary Rijeka</p> <p>PP9- Development Agency of the City of Dubrovnik-Dura</p> <p>PP10-Sibenik Tourist board</p>

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1. ORGANISATIONAL INFORMATIONS REGARDING THE CONFERENCE

1.1. **Date, venue, participants, duration etc.**

Final cross border conference

Date: 26st May 2022

Location: Istituto Veneto di Scienze, Lettere ed Arti, Palazzo Cavalli Franchetti - S. Marco 2847, Venezia

N. of participants: 70 participants in presence

23 online participants

1.2. **Agenda of the conference**

Part one – S.LI.DES. EU Project: strategy, approach and tools	
9:00 - 9:30	Registration of participants
9.30 - 9.40	Welcome Simone Venturini, Deputy Mayor for Tourism (City of Venice)
09.40 - 09.55	The role of culture and sustainable tourism in the Interreg Italy-Croatia 2021-2027 Silvia Comiati, Head of IT-HR Joint Secretariat
09.55 - 10.10	The S.LI.DES. project: strategy highlights and future opportunities Michele Tamma (Ca' Foscari University Venice - Department of Management)
10:10 - 10:25	The S.LI.DES. main approach and tools Valeria Minghetti (CISSET - International Centre of Studies on Tourism Economics) & Martina Ambrušec (Iztzg - Institute for tourism)

10:25 - 10:35	The S.LI.DES. mobility models Armando Bazzani (Centre of Advanced Studies in Tourism - University of Bologna)
10:35 - 10:45	The S.LI.DES. dashboard Simona Aceto (Ecipa Nordest), Antonio Picerni (42 bit)
10:45 - 11.00	Coffee Break

Part two - City experiences compared within and outside S.LI.DES.	
11:00 - 11:10	Video “Venetian craftsmanship and creativity routes”
11:10 - 12:30	<p>Dubrovnik, Sibenik, Ferrara, Bari, Venice: Using data intelligence for new visitor experiences. Opportunities and challenges for S.LI.DES cities</p> <p>Marko Miljanić - Dubrovnik, Senior Adviser Specialist in Strategic Planning and Development Projects</p> <p>Bojana Bego - Šibenik, S.LI.DES. Project Manager at the Tourist Board</p> <p>Lisa Pietropaolo – Bari - Cultural heritage expert and S.LI.DES cultural project manager</p> <p>Chiara Franceschini - Ferrara - Coordinator of SIPRO-Ferrara Development Agency</p> <p>Stefania Battaglia – Venice - Director Tourism Dept (City of Venice)</p> <p>Domenico Palladino, Director Qualitytravel.it – Moderator</p>
12.30 - 13.00	<p>Experiences outside SLIDES / Esperienze esterne al progetto SLIDES:</p> <p>Municipality of Tirana / Comune di Tirana</p> <p>Genci Kojdheli, Director General of Integration, Strategic Planning and Economic Development / DG Integrazione, Pianificazione Strategica e Sviluppo Economico</p>

	<p>City of Florence / Comune di Firenze</p> <p>Alessandra Barbieri, Manager of EU and Fund-raising and NOP Metro Dept. Dirigente Servizio Ricerca Finanziamenti e PON Metro</p> <p>University of Zadar / Università di Zara</p> <p>Marko Mandić, expert, esparto - Results and plans of the project Made In Land, Risultati del progetto Made In Land</p> <p>Kristina Vujanović, DURA, Dubrovnik Development Agency / Agenzia di sviluppo di Dubrovnik - Moderator / Moderatore</p>
13.00 - 13:15	<p>Conclusions</p> <p>Michele Tamma Ca' Foscari University Venice - Department of Management</p>
13.15 - 15.00	<p>Lunch</p>
15.00 – 17.00	<p>City Tour: “Unmissable masterpieces and breathtaking views in an elegant and bohemian district”</p> <p>https://www.veneziaunica.it/en/content/unmissable-masterpieces-and-breathtaking-views-elegant-and-bohemian-district</p>

2. PRESENTATION OF THE SUBJECT AND THE PURPOSE OF THE WORKSHOP

2.1. Characteristics of the Final Conference participants

Local and Regional authorities: n. 18

Local and regional development agencies: n.7

Cultural and natural heritage management bodies: n.7

Associations, regional innovation agencies: n.8

Education and training organizations (universities, research centre...): n. 20

General public: n. 10 artisans and SMEs

2.2. Characteristics of the issues raised during the Conference

(description of each of the speakers' presentations and stakeholders comments)

SILVIA COMIATI – Italy-Croatia Interreg Programme - Head of Joint Secretariat

Ms. Comiati gave a general overview of the Italy-Croatia Interreg Programme and outlined the main features of the 2021-2027 Programming period. In particular, she presented the 5 pillars supporting the new Programme: green and blue innovation, climate adaption, cultural heritage and sustainable tourism, sustainable cross border mobility solutions, and institutional capacity - reduction of cross border obstacles.

She then focused on the “Culture and tourism for sustainable development” priority by stressing its importance for the Italy-Croatia Programme area. She also touched upon the cross-cutting issues for the new Programme: link with the New Bauhaus initiative, young generation participation and the social dimension of tourism.

Finally, she praised the S.LI.DES. project for the results achieved.

MICHELE TAMMA

“The S.LI.DES. project: strategy highlights and future opportunities”

In his talk prof. Tamma spoke about the approach and the tools used in the project, particularly about the realization of the “Smart Destination Ecosystem” (SDE), at the centre of the strategy. All things created and realized must be considered as an experimental prototype tracing a path. In fact, he underlined as the SDE could create a lot of opportunities for the territory in the future, especially in order to expand events and initiatives. Finally, Tamma talked about the great challenge related to the need to improve data collection and accessibility

MARTINA AMBRUSEC AND VALERIA MINGHETTI

“The S.LI.DES. main approach and tools”

This talk was about the main aims of the project (develop a common cross-border methodology and strategy), and how to achieve these goals (through the Smart Destination Ecosystem, an integrated knowledge system composed from 4 main blocks). They underlined the importance of data intelligence: the great challenge will be finding and collecting the right data in order to build the city profile, the mobility model and the map of craftsmen. The dashboard must provide local administrator with a “one stop shop” of data and information.

ARMANDO BAZZANI

“The S.LI.DES. mobility models”

Prof. Bazzani spoke about the data collection in the 5 cities of the project. Three the main topics: the wifi sniffer which let to record the presence in the area, the video cameras to estimate the visitor flows and the collection of big data through remote sensors aimed to build dynamical models for affordable costs.

(Pictures of the event/workshop)

SIMONA ACETO

The S.LI.DES. dashboard

She spoke about the dashboard’s goals: the data analysis for a more sustainable and balanced territorial development; the monitoring of tourism flows and their impact on the destinations; the contribute to strategies to promote assets shaping the identity of destination.

ROUND TABLE

“Using data intelligence for new visitor experiences. Opportunities and challenges for S.LI.DES cities”

At the round table were present: Marko Miljanic of Dubrovnik, Bojana Bego of Sibenik, Lisa Pietropaolo of Bari, Chiara Franceschini of Ferrara and Stefania Battaglia of Venice. The round table was moderated by Domenico Palladino, renowned tourism journalists.

It was focused on the experiences of the partner cities of the project. Particularly, speakers described their pilot actions, all started from the dashboard data and aimed to enhance what is still semi-hidden and not too well known in the cities.

Other issues discussed were related to how these pilot actions could be exploited in the future, which synergies could be maintained with the project and how to better use the collected data.

Finally, the last session of the Conference focused on the experiences outside the project: speakers were Genci Kojdheli, (City of Tirana) who talked about the development of the city; Alessandra Barbieri (City of Florence) with a presentation on the new city app; and Marko Mandić (University of Zadar) with a focus on the results and plans of the project Made In Land (MANagement and DEVELOPMENT of INLANDs – also financed by the Italy-Croatia Interreg Programme).

The round table was an opportunity to showcase the videos produced by Venice *“Percorsi dell'artigianato e della creatività Veneziani”* and Bari *“Turisti per Bari”* in the context of the project.

Final Remarks

Simone Venturini, Deputy Mayor for Tourism (City of Venice), thanked all the S.LI.DES. project partners for the long “journey” undertaken and for the excellent results achieved. He stressed that despite the outbreak of the COVID pandemic, the S.LI.DES. consortium showed resilience and was able to deliver new instruments, concepts and pathways for a sustainable tourism. He concluded by highlighting the importance to continue working in this direction.



3. CONCLUSION & RECOMMENDATIONS

The meeting gave the opportunity to illustrate the strategy developed by the project and to debate with Italian and Croatian tourism experts, in order to exchange good practices for a more sustainable tourism. In the afternoon some partners participated to a site visit - destination tour realized by the PP5 Municipality of Venice during its pilot action.

The high participation allowed an interesting and stimulating exchange of ideas on the future of the smart cities and the importance of data analysis as part of the tourism policies and strategies.

Despite all the COVID limitations, the S.LI.DES. partners have developed an excellent cooperation network in these years and, building on it, they will continue to explore other EU funding cooperation opportunities.

4. DESCRIPTION OF THE CITY TOUR

This itinerary takes place in the sestiere (district) of Dorsoduro, from Ponte dell'Accademia to Campo Santa Margherita, highlighting three artisan stores: Le forcole, rowlock and oar workshop, Ca' Macana, shop and workshop for papier mâché handmade masks (which has two locations not far from each other), and Signor Blum, handmade wooden objects and toys.

In the course of the tour, it will be possible to learn about facts and aspects of the history of the city. Some the most important complexes that can be visited are the church of Santa Maria della Salute, Ca' Rezzonico and the Scuola Grande dei Carmini.

The name Dorsoduro, literally hard ridge, seems to derive from the fact that this part of the city was developed on higher and more stable ground than elsewhere. The area was however further extended by means of land reclamation works that are evident especially in the first part of our itinerary in the area of Punta della Dogana, where a series of parallel and straight rii (small canals) connect the Grand Canal with the Giudecca Canal. You can visit three handicraft workshops, where the first one makes oars and poppets, the second one makes and sells its own handmade papier-mache masks, while the third one offers hand carved ornaments.

The Site "Venice and its Lagoon" has been inscribed on the World Heritage List since 1987 due to its Outstanding Universal Value, therefore it belongs to all of us: it is our common duty to respect it and preserve it so that it may be passed on to future generations. The cultural heritage of the Site goes beyond the walls of palaces, churches, beyond islands and the lagoon, but is also memory, identity, community, all fundamental elements for the its vitality.

For this reason, in 2017 the City launched the #EnjoyRespectVenezia campaign with the aim of raising awareness of tourist impact among visitors and inviting them to maintain polite and correct behavior during their stay, respecting the city and its inhabitants: it is important, for example, to walk keeping to the right, not to stop and sit on bridges, not to feed the pigeons, to observe a behaviour in keeping with the place you are visiting.

Info on the tour

Duration: about 2 hours

Length: 4,5 km

Mode of travel: the itinerary takes place entirely on foot

Departure: Ponte dell'Accademia

Arrival: Scuola Grande dei Carmini in Campo Santa Margherita

Participants: n.17

Major attraction and highlights:

- 1) Accademia Bridge
- 2) Basilica di Santa Maria della Salute and Dogana da Mar
- 3) Riva delle Zattere with the Gesuati Church
- 4) The San Trovaso area
- 5) Campo San Barnaba
- 6) Ca' Rezzonico
- 7) Scuola Grande dei Carmini



5. COMMUNICATION ACTIVITIES

Articles: n. 2 news on the project website

<https://www.italy-croatia.eu/web/slides/-/s.li.des.-final-cross-border-conference-1>

S.LI.DES. FINAL CROSS-BORDER CONFERENCE

Published on 05/05/2022 (last modified 24/05/2022)

[BACK TO ALL NEWS](#)

In Venice the final conference of S.LI.DES. project

On 26th May 2022 in Venice, at the Istituto Veneto di Scienze, Lettere ed Arti in Venice, will be held the final conference of the S.LI.DES. project.

The meeting will give the opportunity to illustrate the strategy developed by the project and to debate with Italian and Croatian tourism experts, in order to exchange good practices for a more sustainable tourism.

In the morning, during the first part, partners will talk activities and results while in the second part the city partners will organize a round table about their experiences within the project.

Instead in the afternoon there will be a site visit for the SLIDES partners, through the tours realised by the PPS Municipality of Venice during its pilot action.

AGENDA OF THE EVENT

Part one - S.LI.DES. EU Project: strategy, approach and tools

9.00 - 9.30

Registration of participants

9.30 - 9.40

Welcome

Simone Venturini, Deputy Mayor for Tourism (City of Venice)

09.40 - 09.55

The role of culture and sustainable tourism in the Interreg Italy-Croatia 2021-2027

Silvia Comiati, Head of IT-HR Joint Secretariat

<https://www.italy-croatia.eu/web/slides/-/all-the-partners-in-venice-for-the-final-conference>

ALL THE PARTNERS IN VENICE FOR THE FINAL CONFERENCE

Published on 31/05/2022 (last modified 31/05/2022)

[BACK TO ALL NEWS](#)

Last 26th May the final event of S.LI.DES. Project

All the partners of S.LI.DES. met themselves last week (25th and 26th May) in Venice for the final event of the project.

On 25th, at Ca' Foscari University of Venice – Department of Venice, partners held the 7th Project Meeting and the 7th Steering Committee Meeting while the day after, at the Istituto Veneto di Scienze, Lettere ed Arti in Venice, they held the final conference also at the presence of some journalists and project's stakeholders.

In the morning, during the first part introduced by Silvia Comiati (Head of IT-HR Joint Secretariat), partners talked about activities and results, with the speeches of Michele Tamma (Ca' Foscari), Valeria Minghetti (Ciset), Martina Ambrušec (Iztz), Armando Bazzani (CAST) and Simona Aceto (Ecipa).

In the second part, the city partners (Dubrovnik, Sibenik, Bari, Venezia and Ferrara) organized a round table about their experiences within the project while the last part was dedicated to some experiences outside S.LI.DES., with the speeches of representatives of

Municipality of Tirana, City of Florence and University of Zadar.

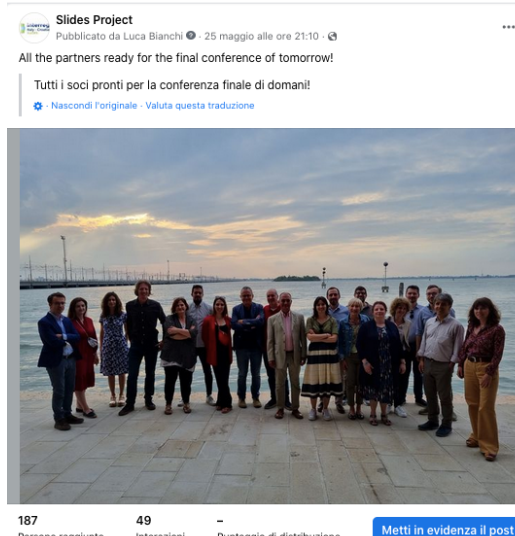
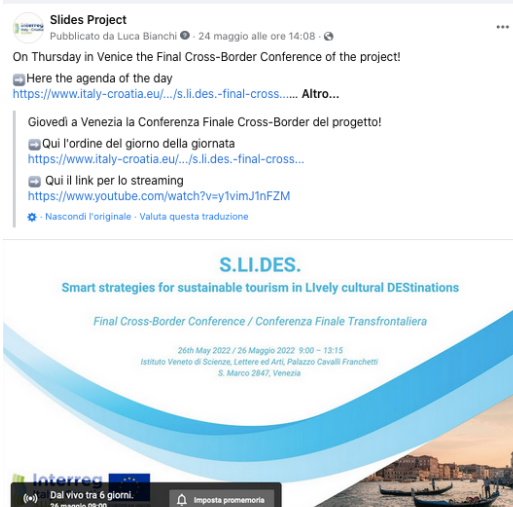
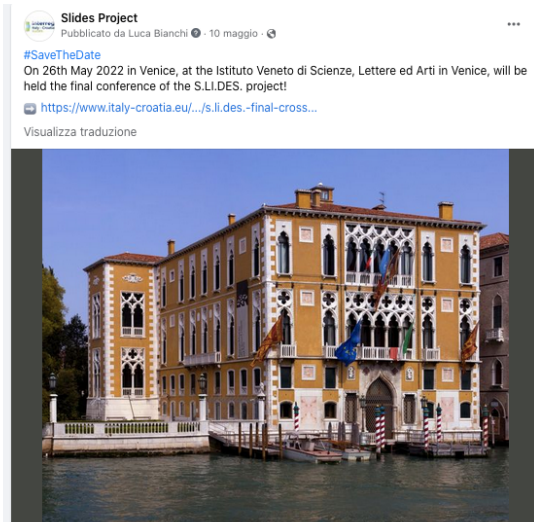
Finally, in the afternoon some partners participated to a site visit through the tours realised by the PPS Municipality of Venice during its pilot action.

Post on social media: 7 posts on facebook project's page

Post on DetourismVenice - #Detourism is the communication campaign of the City of Venice to introduce a different Venice and at the same time promote a slow and sustainable tourism, careful and compatible with the daily life of residents.



4 tweets on twitter project's account




Slides Project
Pubblicato da Luca Bianchi · 26 maggio alle ore 10:43

The final conference is started!
You can follow the streaming on
<https://www.youtube.com/watch?v=y1vimJ1nFZM>

SIPRO Agenzia Provinciale per lo Sviluppo Comune di Bari Comune di Venezia Visit Šibenik
Universtia Ca' Foscari Venezia ECIPA Nordest Dubrovačka razvojna agencija DURA /
Dubrovnik Development Agency Alma Mater Studiorum - Università di Bologna Institut za
turizam Obrtničko učilište Turismo Città di Venezia

La conferenza finale è iniziata!
Puoi seguire lo streaming su
<https://www.youtube.com/watch?v=y1vimJ1nFZM>

SIPRO Agenzia Provinciale per lo Sviluppo Comune di Bari Comune di Venezia Visit Šibenik
Universtia Ca' Foscari Venezia ECIPA Nordest Dubrovačka razvojna agencija DURA /
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turizam Obrtničko učilište Turismo Città di Venezia



Slides Project
Pubblicato da Luca Bianchi · 26 maggio alle ore 11:38

After the first part dedicated to strategy, approach and tools of the project, now it's the time of a round table focused on the experiences of the partner cities of S.LI.DES.

Dopo la prima parte dedicata alla strategia, all'approccio e agli strumenti del progetto, ora è il momento di una tavola rotonda incentrata sulle esperienze delle città partner di S. LI. DES.

Nascondi l'originale · Valuta questa traduzione



Slides Project
Pubblicato da Luca Bianchi · 26 maggio alle ore 14:16

And after the final conference, here the official photo with all the partners!

E dopo la conferenza finale, ecco la foto ufficiale con tutti i soci!

Nascondi l'originale · Valuta questa traduzione



169 41

S.LI.DES. Project @SlidesProject · 27 mag

All the partners of the project in the official photo after the final conference of yesterday!
[#interregproject](#) [#interregitalycroatia](#) [#SLIDESproject](#)



Interreg Italy-Croatia Programme

1


S.LI.DES. Project @SlidesProject · 24 mag

On Thursday in Venice the Final Cross-Border Conference of the project!


 Here the agenda of the day
italy-croatia.eu/web/slides/-/s...


 Here the link for the streaming
youtube.com/watch?v=y1vmJ...



Ecipa Nordest e altri 7




S.LI.DES. Project @SlidesProject · 19 mag

The final conference in Venice is coming!
Here the link to follow the event live on youtube!

youtube.com/playlist?list=...



Sipro_Ferrara e altri 7




S.LI.DES. Project @SlidesProject · 10 mag

#SaveTheDate

On 26th May 2022 in Venice, at the Istituto Veneto di Scienze, Lettere ed Arti in Venice, will be held the final conference of the S.LI.DES. project!


italy-croatia.eu/web/slides/-/s...



6. ANNEXES

- **Agenda of the conference – ANNEX I**
- **Attendance sheets – ANNEX II**
- **Speakers' presentations – ANNEX III**
- **Attendance sheets Guided Tour ANNEX IV**
- **Media Release: ANNEX V AgenParIEU – ANNEX VI LiveComuneVenezia**