

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

WP2 Communication activities

Deliverable D.2.4.3. External events participation

Work Package:	2 - Communication activities
Activity:	4 - Public events
Responsible Partner:	PP3 – SIPRO Ferrara (IT)
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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MELINDA project – Alpine Space

External event: MELINDA Interreg Alpine Space – final conference

Location: on line meeting

Date: 06.07.2021, 10h-12h

N. of participants: 79

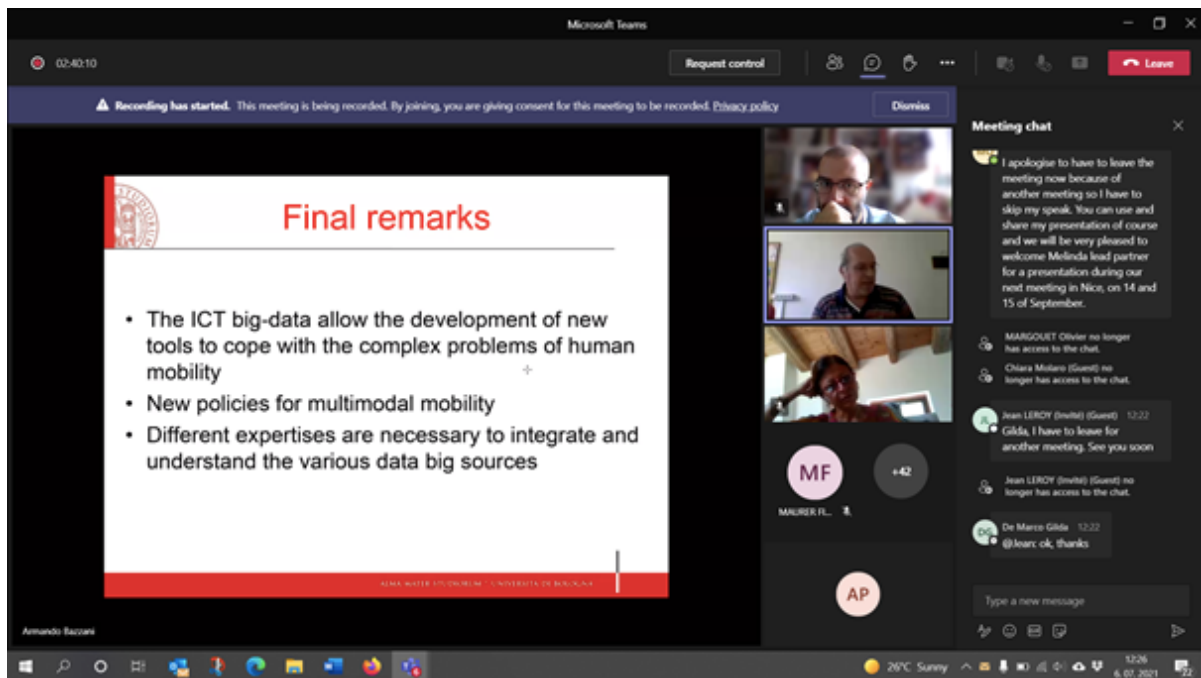
Description of each of the speakers' presentations and the main conclusions of the discussion that took place

Prof. Armando Bazzani from University of Bologna, explained the role of big-data in the field of sustainable mobility. The purpose of the conference was to present the lessons learnt & use of results of the project's pilots and to take a look, how more sustainable lifestyle of citizens and smart working, will influence on mobility patterns in the future.

Description of the participants

The full description of the participants was not shared; however, the categories were the following: htl, guest house, ecc; tour operators, public authorities and managers, foundations, universities, journalists, data analysts.

Photos and links to videos



#S3HubsinCE project – Central Europe

External event: #S3HubsinCE Interreg Central Europe project – final conference

Location: on line meeting

Date: 17th November 2021

N. of participants: 63 + 77online (youtube video)

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

On November, 17th PP2 – Ecipa participated to the final conference of the Interreg project #S3HubsinCE, with a focus on the dashboard of S.LI.DES.

The RIS3 Investment Forum & final conference was an online event featuring key actors of the entrepreneurship and innovation ecosystem addressed to companies, research institutions, universities, regional administration that plan to foster digital transformation through Digital Innovation Hubs.

Within S3HubsinCE realization the projects partners created and implemented a rich portfolio of regional use cases and identified RIS 3 Champions to demonstrate that cooperation between Digital Innovation Hubs and regional authorities brings realistic, scalable and measurable benefits in boosting regional smart specializations.

Within project the consortium identified over 50 best in class pioneers in 10 key technology priority areas. They become the ambassadors of digital transformation and drivers of the industry 4.0 growth sharing their know how and expertise in core technology implemented in their factories. Some of the best cases of RIS3 champions were presented during the conference. The participants of the conference were offered the opportunity for B2B meeting with 51 RIS3 Champions on the dedicated on-line platform.

The event was planned in hybrid format with final conference and RIS3 Investment Forum taking place in Krakow Technology Park, Poland.

RIS3 Investment Forum aim was to connect, learn and discover regional deployment of innovation and entrepreneurship actions and see how innovation ecosystem champions play a greater role in the digital transformation within their regions.

During the conference the following challenges were tackled:

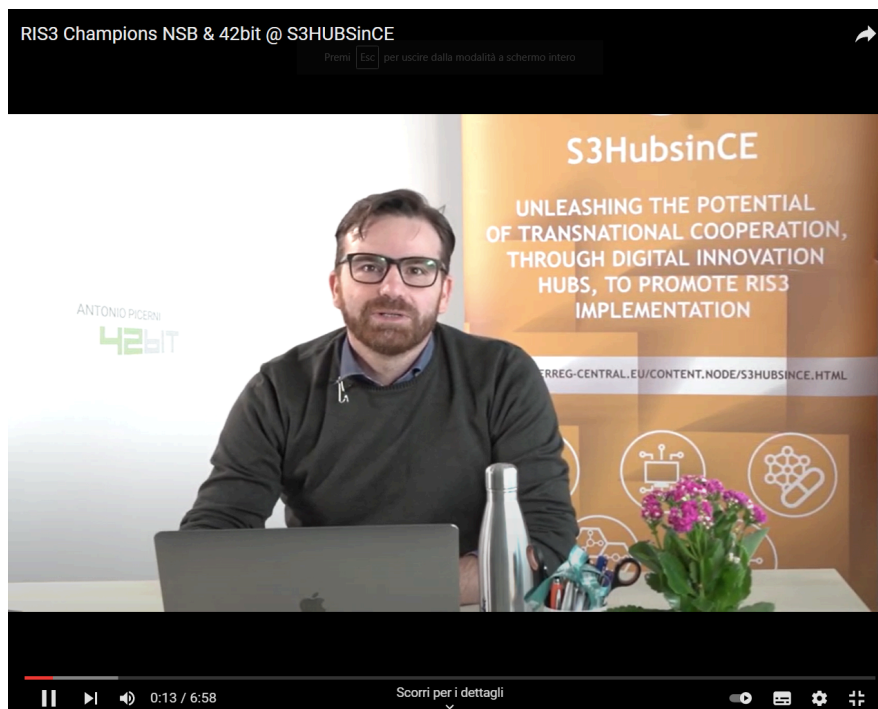
- Europe's digital transformation and the role of EDIHs
- Regional ecosystems shaping European innovation
- S3HubsinCE excellence – technology blueprint for innovative future
- Effective instruments supporting digital transformation – guidelines for policy makers
- European technology champions: practices worth spreading

The event offered an expo zone with over 50 companies and institutions presented. The aim of expo zone was to attract investors, companies, entrepreneurs, research institutions, policy makers and innovators and encourage them to B2B meetings, networking. It was also designed as the platform for exchanging new ideas and common project business opportunities. The portfolio of companies presented on networking platform consisted of European champions identified within S3HubsinCE project but was also open to all interested.

Description of the participants

- n.46 of cooperatives and social economy actors;
- n.9 of SMEs association members; n.8 of Research centers and Universities representatives

Photos and links to videos



MOVE2021 Conference

External event: MOVE2021 Conference - the 6th International Conference on the Subnational Measurement and Economic Analysis of Tourism

Location: hybrid mode: in Bogotá (Colombia) and online for participants outside Colombia

Date: The Conference took place from November 22th to 26th, 2021

N. of participants: 124 (76% online and 24% in presence)

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

PP1 - Ciset attended the MOVE2021 Conference - the 6th International Conference on the Subnational Measurement and Economic Analysis of Tourism, held in Bogotá (Colombia) and organised by the local District Institute of Tourism-IDT. The Conference took place from November 22th to 26th, 2021, in hybrid mode: in person at Bogotá city and online for participants outside Colombia. Ciset prepared a power point presentation, which took place during an online session on 23th November, discussing the opportunities and challenges of building a Smart Destination Datahub for tourism cities, bringing the evidences deriving from the Interreg S.LI.DES project.

Having huge set of data that produce information about the city's state of the art and performances is crucial for decision-making, especially in uncertain periods. Funded by the Interreg Italy-Croatia programme 2014-2020, the S.LI.DES project - Smart strategies for sustainable tourism in Lively cultural DESTinations – aims at building an integrated knowledge system for urban tourism destinations, which retrieves in a unique repository: a set of tourism and non-tourism data on each city (economic, social, cultural, environmental, reputational) provided by territorial and external sources; a model describing the city mobility pattern and live data on visitor flows; information on artisans and CCI according to their tourism potential and a dynamic map of craft activities. The document presents the methodology developed to build the central Datahub and the Dashboard, analyses the main challenges faced in the data collection process and discusses the lessons learned from this experience.

Description of the participants

According to the data communicated by the Conference organisers, about 60% were Colombians, 30% from Europe (mainly from Spain, but also from UK, Italy and Austria), 5% from USA and 5% from other Latin American countries. The majority were tourism academics, there were also public and private stakeholders (private sector representatives + local and regional tourism authorities).

Photos and links to videos



Building a Smart Destination Datahub for tourism cities: opportunities and challenges
Evidences from the Interreg S.LI.DES project

Valeria Minghetti
Chief Senior Researcher
Ciset - Ca' Foscari University Venice



BTO – BE TRAVEL ONLINE

External event: BTO-Be Travel Onlife

Location: Hybrid – in Florence and on line

Date: November, 25th 2021

N. of participants: 150 people (39% in presence and 61% online)

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

On 25th November, Ciset also organised and moderated a panel at BTO-Be Travel Onlife, held in Florence, the most important Italian event on the connections between tourism, innovation and technology. The panel title was "Frictionless data in the public sector: the state of the art". Ciset opened the panel presenting the S.LI.DES project, by focusing on data availability issues.

Having a wide range of data sets available, which produce useful information about a destination or a tourism business, is crucial for assessing trends and performances and making decisions, especially in uncertain times. The problem is that the public data currently available often cover only some aspects; they are not available with levels of disaggregation useful to the public and private user and with adequate timing and, above all, they are not open and easily accessible to all. Starting from a concrete case, the aim of the meeting was to understand, with the help of the experts, the problems related to a satisfactory distribution of the Open Data in Italy as well as the possible solutions.

Description of the participants

According to the data communicated by the Conference organisers, about 150 people followed the session, 39% in presence and 61% online. The majority were exhibition visitors (tourism professionals, ICT professionals, tourism students), but there were also press representatives and speakers of other panels included in the programme.

Photos and links to videos



Age of New Economy and New Jobs Blue Economy and Blue Innovation

External event: 3rd International Congress Age of New Economy and New Jobs Blue Economy and Blue Innovation

Location: Radisson Blue Resort, Put Trstenika 19, 21000 Split, Croatia

Date: October, 10th – 12th 2021

N. of participants: 140

Description of each of the speakers' presentations and the main conclusions of the discussion that took place

The 3rd International Congress, Age of New Economy and New Jobs - Blue Economy and Blue Innovation is organized within the project ECOMAP - Ecosustainable management of marine and tourist ports and was held on October 11 and 12 in Split at the Radisson Blu Resort. The Congress has covered the following topics: Blue economy and innovation; Regional strategies and maritime cooperation; New career challenges and educational programs; Sustainable development; Climate change and its impact on the blue economy, and the common interest is the protection of the sea and the coastal area through the cooperation of all interested stakeholders from Croatia and Italy. A total of 50 papers were submitted on these topics, which are published in the Book of Abstracts of the Congress.

In addition to presenting the results of the Interreg projects, the Congress brought together top scientists and experts in the field, as well as influential members of international environmental organizations, research institutes, educational institutions, and representatives of local, regional, national, and European authorities who also actively participated in the Forum entitled "Ports and Sustainable Development".

Description of the participants

The Congress was attended by more than 140 participants who came from 14 different countries: Norway, Sweden, Finland, Belgium, the United Kingdom, Portugal, Spain, Poland, the United States, Bosnia and Herzegovina, Greece, Turkey, Italy, and Croatia.

Photos and links to videos

