

BLUTOURSYSTEM

Organizational strategy for follow up

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Università
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Venezia



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Document references

Project: BLUTOURSYSTEM “*Knowledge platform, skills and creative synergies for blue tourism ecosystem development*”

Priority Axis: BLUE INNOVATION

Specific Objective: 1.1 - Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area

Work Package N.: 5

Work Package Name: Establishment of the BLUTOURSYSTEM PLATFORM

Activity N.: 2

Activity Name: Activating the Cross Border Living Lab

Deliverable N.: 5.2.2

Deliverable Name: Organizational strategy for follow up

Credits

Partner in charge: PP3 - Region of Istria, elaborated by: Anica Dobran Černjul

Partners involved: PP4

Info

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Abstract:

This deliverable results from the logical union of WP3, WP4 and WP5 outcomes and consists of a report which summarizes how the partners will ensure a follow up, focusing on organizational issues.

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1. Introduction

One of the main Blutoursystem objectives is to understand how to support a change in the learning and decisional approach, considering a Human centre method that aims to make systems usable and useful by focusing on the users, their needs and requirements. These are main bases for designing future scenarios with respect to Quadruple Helix inputs (government, business, academia and civil society organisations).

2. Follow up context

Each follow-up strategy is unique, and it may involve both short-term actions to help initiate changes and improvements as well as longer-term plans to ensure that positive changes take hold and replace the less successful activities.

The key element of the follow-up plan is to ensure that the partners, stakeholders and individuals tackled by the project continue to be aware of their new objectives, practice, and implement their new ideas in their future work.

Follow-up ideas can include additional trainings, workshops, co-designed HQ strategies that may involve Blutoursystem partners, or that could be led by people within the cross-border tourism destination organizations or sector.

Project continues to produce effects mostly based on its results that will continue to cause effects for their future users. The Advice Blue Points which support SMEs' innovation process are established to provide policymakers and private economic actors, active in the field of blue tourism innovation, with advanced services useful to support investments and innovation processes.

The Crossborder Living Lab continues to produce results through Learning tools catalogue, considering that Innovation Diplomacy encompasses the concept and practice of bridging distances (cultural, socio-economic, technological, etc.) focused and properly targeted initiatives necessary to connect ideas and solutions with markets and investors ready to appreciate them, there is high need to maintain alive the human centered learning environment tested in wp4 for a long terms capacity building process.

Territory covered by LAG 5 pilot action continues to produce results by using plan for establishment of diffusion hotels within the territory. Study created during implementation of the Blutoursystem project provides platform for development of new innovative models for doing business in one of the most touristic oriented region in Croatia. This study uses known territorial

advantages and combines them with the best practice models already used in other Adriatic and Mediterranean countries. It also provides point for discussion of the local tourist actors from private, public, academic and civil sectors.

Region of Istria, Region of Veneto and Puglia Region made available learning tools created within the implementation of the project that will be used by decision makers, academic researches, civil sector actors and private companies in their future work and decision-making processes. Cooperation platforms activated in this project will continue to produce results and connect cross border stakeholders in tourism sector. Partners signed cooperation agreement which also obligate them to continue their cooperation.

3. Follow-up organisational aspect

The leading institution of the BLUTOURSYSTEM project, Ca'Foscari University, created web platform which became Blutoursystem Living lab, i.e. virtual meeting point for all the stakeholders invited to become members and participate it.

LL platform content supports different types of internet posts which could be put on the platform to be shared. They are logically organized on the platform's main screen and all kind of useful information and data may be posted, i.e. scientific and professional studies' results, results of the surveys, interviews, online reviews of the services (obtained through big data mining), photographs, etc.

Special attention is to be given to the matter of responsibility for administrating contents shared through the LL web platform. It seems logical that all the stakeholders involved may put posts and share them. As the members/participants of the Living lab will be (in the first phase) those subjects who participated panel of stakeholders, it is them who may take part in this process directly, after passing through workshops where they get instructions on how to deal with this task.

A stepwise process, which is relevant for the context, of building awareness, connection, learning and mutual trust building is advisable, and here the four QH models and the wealth of experiences already contained in relation to them could be helpful. We recommend that each locality/region identify their particular stage of development, challenges and opportunities by means of the four basic QH models and the good practices identified in them, and designs and executes, together with the necessary stakeholders, a local-regional learning process with a distinction of a short-term and a long-term opportunity perspective. Thus, we recommend making a careful self-assessment against the different QH models, goals, types of innovations produced, and the roles, skills and activities needed from public authorities to support innovation. It is recommendable to:

- cooperate in integrate planning for the preservation of natural, heritage, built, social and cultural in strategic tourism planning processes and other relevant local government plans and strategies;
- work with natural resource management and environmental agencies to assess and plan for visitor impacts;
- work with local environmental groups to investigate accreditation models that encourage and improve environmental performance and efficiency of tourism businesses;
- establish an environmental management framework that defines sustainability indicators to monitor environmental impacts (natural, social and economic);
- cooperate in planning for the sustainable management systems of natural resources (e.g. sewage and water management);
- Support and encourage tourism operators to achieve environmental accreditation.

4. Coherence with the cooperation agreement

Project BLUTOURSYSTEM was approved for financing by the Interreg Italy-Croatia Cross-Border Cooperation Programme in the Call for proposal 2017 Standard+, within the framework of the Priority Axis Blue innovation, Specific Objective 1.1. Enhance the framework conditions for innovation in the relevant sectors of the blue economy within the cooperation area. One of the activities in the Work Package 5 of the Project has been signing of the BLUTOURSYSTEM Cooperation Agreement among the partners to foster the use of the same BLUTOURSYSTEM PLATFORM, through its two tools (the Living Lab (LL) and the Advisory Blue Points (ABP)). These tools will be used in a long-term mainstream perspective of fostering the exchange of best practices among the stakeholders within the Cross-Border tourism ecosystem. It will also enhance mutual collaboration among the local public and private stakeholders in a realistic environment aimed at creation of effective synergies and cooperation mechanisms for tackling efficiently the territorial challenges and contribute to the development of Cross-Border Blue tourism.

The authorities, institutions and organisations, acting as partners of the BLUTOURSYSTEM project, co-signed Memorandum of Understanding. Context of the Memorandum of Understanding underlines the need to promote responsible and sustainable Blue tourism innovative management and development. Its implementation ensures attractiveness, growth and sustainability of Adriatic region destinations in a long-term vision as well as in perspective of the strategic framework of the European Union planning, based also on the principle of subsidiarity, and taking into account the implementation of the following strategic tools:

- MSP (Maritime Spatial Planning),
- ICZM protocol (Integrated Coastal Zone Management) principles,
- UNEP/MAP Mediterranean Strategy for Sustainable Development,
- Blue Growth Strategy,

- Blue Med initiative and the Integrated Regional Development policies on Sustainable Tourism and the Integrated maritime policy.