



REGIONE AUTONOMA
FRIULI VENEZIA GIULIA



Creative Days

30
september
2021

**THE STRENGTHENING
OF CCIs AS A GROWTH ENGINE
FOR SUSTAINABLE TOURISM**

Edited by  **FRIULI**
INNOVAZIONE®

Interreg 
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession II Fund

CCI4TOURISM


AGENDA

Moderator: **Claudio Visentin** <https://www.claudiovisentin.it/>

teaches History of Tourism at the University of Lugan. He studies and describes new travel styles from the pages of the Sunday supplement of Il Sole 24 Ore and in his column on the Swiss weekly magazine Azione. He has founded the 'School of Travel' where people improve their understanding and depicting places by means of writing, photography, and drawing.

CULTURAL AND CREATIVE INDUSTRIES 4TOURISM: ACTIVITIES, OUTPUT AND EXPECTED IMPACT

Davide De Nicolò, Anna Ressa - Tecnopolis STP, Bari - Puglia

CREATIVITY & TOURISM: THE ADVANTAGES OF A CREATIVE AND DIGITAL RESOURCES FOR ANTIFRAGILE TOURISM: "FRIULI VENEZIA GIULIA AWARDED AS 2021 BEST CREATIVE DESTINATION IN ITALY"

Giovanna Tosetto - Tourism Designer Expert and Destination Advisor

Barbara Giacomuzzi - Ambassador Promoturismo FVG

DIGITALIZATION & SUSTAINABILITY AS GROWTH DRIVERS:

Digital storytelling as strategic tools for engaging free independent travellers in sustainable activities and delivering personalized high quality experiences

Goran Pavlov - Head coordinator of IRI Cluster for research, development and innovation

INSIGHTS FROM ADRIAN CULTURAL AND CREATIVE THEMATIC CLUSTER:

- **EMOUNDERGROUNDS case study: Emotional and innovative exhibits for an experiential tourism**
Ida Carolla, Project Manager of EMOUNDERGROUNDS project on behalf of Nardò Municipality
Italo Spada, Director of New Technologies and Design Department of CETMA
the European Research Center for Technologies Design and Materials.
- **E-SERVICES AND DIGITALIZATION. An opportunity to boost creative enterprises and sustainable tourism**
Marino Cavallo - Città Metropolitana di Bologna, Italy

CCI4Tourism TRANSNATIONAL INCUBATION PROGRAM IDEAS QUICK FIRE PITCH

introduced by **Claudia Baracchini** - Project Manager CCI4T Friuli Innovazione

- **BLAWALK**, Italy
- **COUNTESS GRETA**, Slovenia
- **E-Animal**, Bosnia Erzegovina
- **Accessible Tourism**, Greece
- **Slovenia photo tours**, Slovenia



THE STRENGTHENING OF CCIs AS A GROWTH ENGINE FOR SUSTAINABLE TOURISM

Creative and digital development models play an important role in promoting sustainable and regenerative tourism. In the wake of the pandemic, a new framework based on resilience to revive both the creative and tourism sectors includes more than ever before entrepreneurial and digital upskills, as well as the implementation of sustainable practices. With this in mind, the event offers an opportunity for discussion between local and transnational players recently involved in projects combining creativity, tourism, digital and sustainability. At the same time, thanks to the presentation of a selection of ideas developed as part of the **CCI4T incubation program**, this event aims to promote the exchange of knowledge and insights to improve and grow the sectors in question.

<https://cci4tourism.adrioninterreg.eu/>

<https://bit.ly/CCI4Tproject>

Speech title

CULTURAL AND CREATIVE INDUSTRIES 4TOURISM: ACTIVITIES, OUTPUT AND EXPECTED IMPACT

Speaker

DAVIDE DE NICOLÒ
ANNA RESSA

Tecnopolis STP, Bari - Puglia

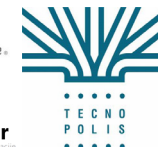
Listen
the speech

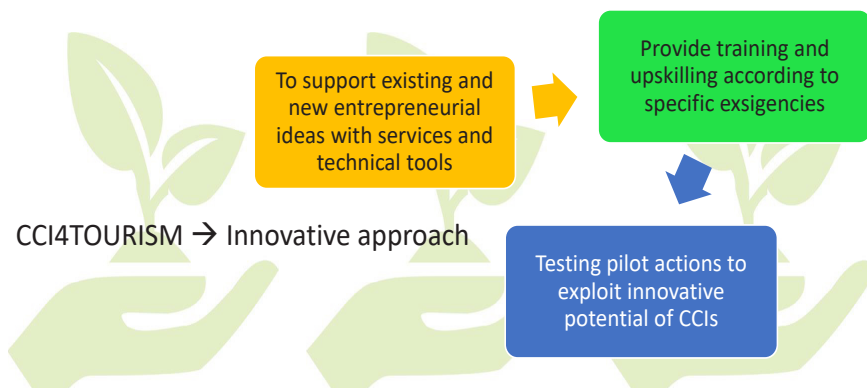


Interreg 
ADRION ADRIATIC-IONIAN

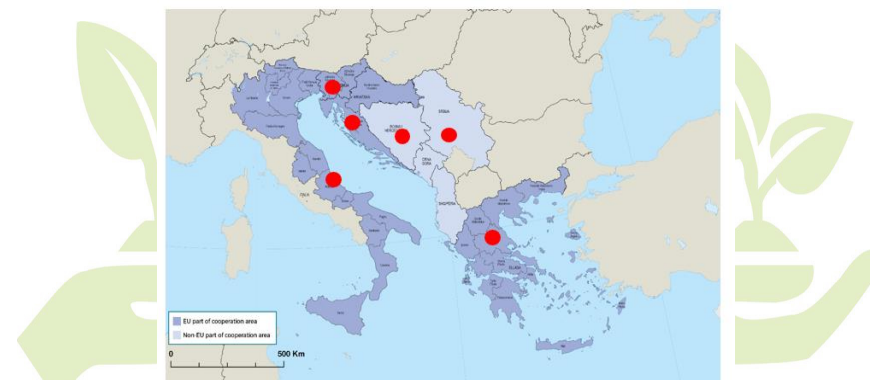
European Regional Development Fund - Instrument for Pre-Accession II Fund

CCI4TOURISM

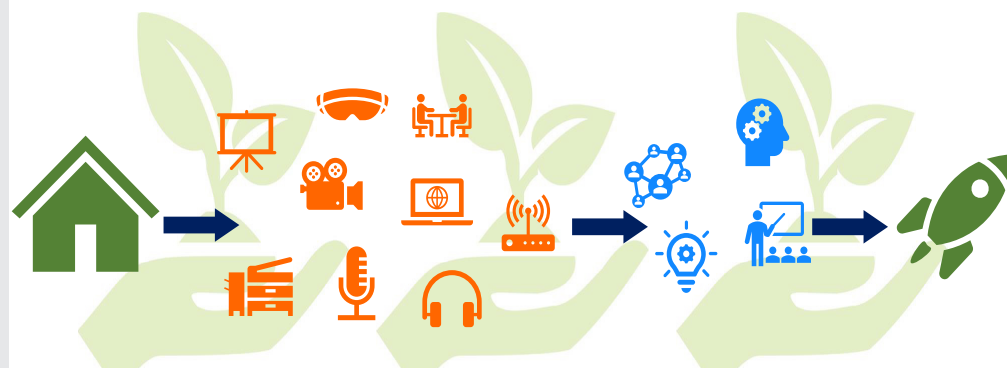




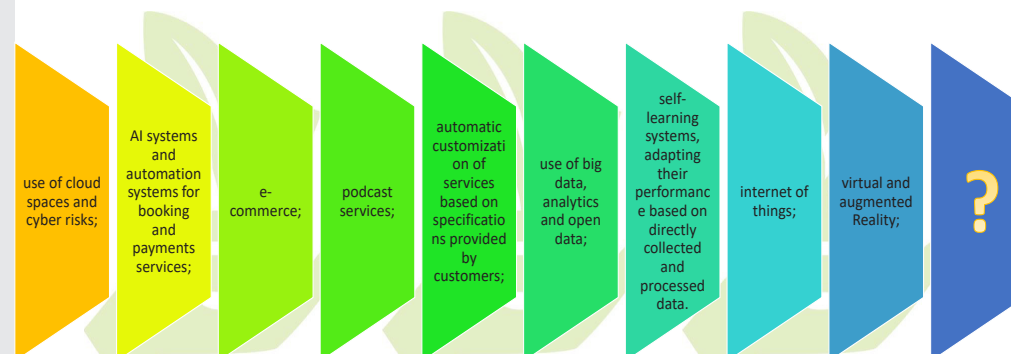
CREATIVE HUBS NETWORK - CCI4TOURISM



CREATIVE HUBS NETWORK - CCI4TOURISM



CCI4TOURISM – DIGITAL UPSKILLING PLAN



CCI4TOURISM – PILOT ACTIONS

P.A. will demonstrate on small scale the feasibility, effectiveness and replicability of two fundamental items

1. Financial schemes to foster cooperation among CCI and tourism actors

- Guidelines
- Open call for beneficiaries
- Implementation for selected ones
- Report and results' analysis

2. Cross-fertilization / hybridization of wide range companies to jointly create innovative products / services for the cultural tourism

- Guidelines
- Open call for beneficiaries
- Implementation for selected ones
- Report and results' analysis



CCI4TOURISM



Davide De Nicolò
Chief Project Officer
TECNOPOLIS PST
Tel. +39 080 4045714
Email: d.denicolo@tno.it

Anna Ressa
Project Officer
TECNOPOLIS PST
Tel. +39 080 4045706
Email: a.ressa@tno.it





“

**Travel
can be one
of the most
rewarding forms
of introspection.**

[Lawrence Durrell]

”

Speech title

**CREATIVITY & TOURISM:
THE ADVANTAGES
OF A CREATIVE
AND DIGITAL RESOURCES
FOR ANTIFRAGILE
TOURISM:
“FRIULI VENEZIA GIULIA
AWARDED AS 2021
BEST CREATIVE
DESTINATION IN ITALY”**

www.turismofvg.it/category/ambassador

Speaker

GIOVANNA TOSETTO



Tourism Designer Expert and Destination Advisor
CCI4T sustainable tourism coach

Listen
the speech



BARBARA GIACOMUZZI



Ambassador Promoturismo FVG

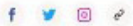
Our ambassadors

People who know all about the sea, the mountains, the culture and each and every wonderful aspect of our region.

A B C D E F G H I J K L M N O P Q R S T U V



Altor Trabado



Alberto Verardo



Alessandra Zini



Alessandro Bonfanti



Alessandro Secondin



Alessia Morello



Alessio De Nardi



Alice Sanna



Andrea Dell'Oste



Andrea Ferletti



Andrea Fuccaro



Andrea Goat



Speech title

**DIGITALIZATION
& SUSTAINABILITY AS
GROWTH DRIVERS:
Digital storytelling
as strategic tools
for engaging free
independent travellers in
sustainable activities
and delivering
personalized high quality
experiences**

Speaker

GORAN PAVLOV

Head coordinator of IRI Cluster for research,
development and innovation

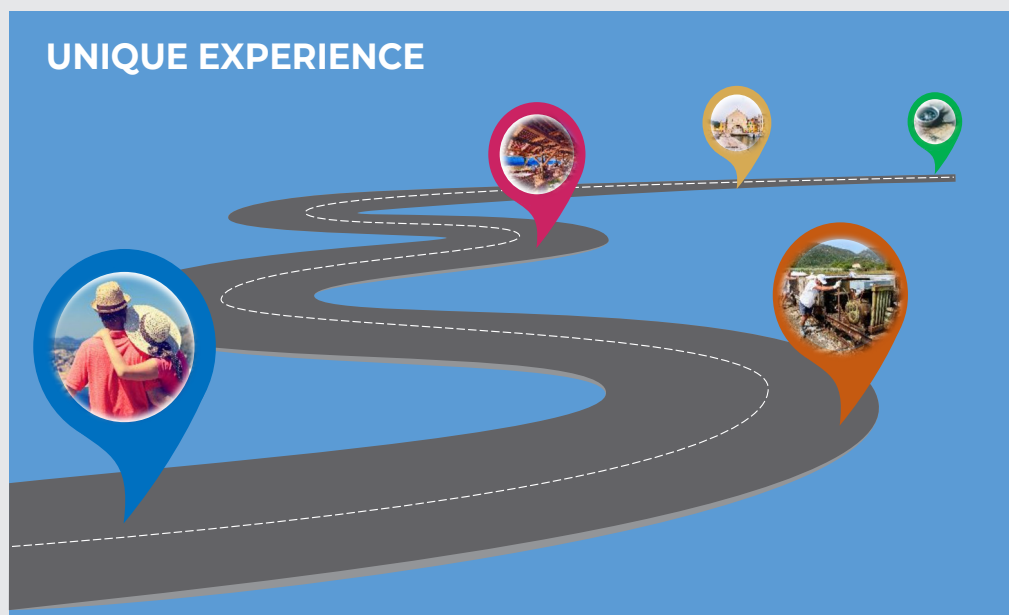
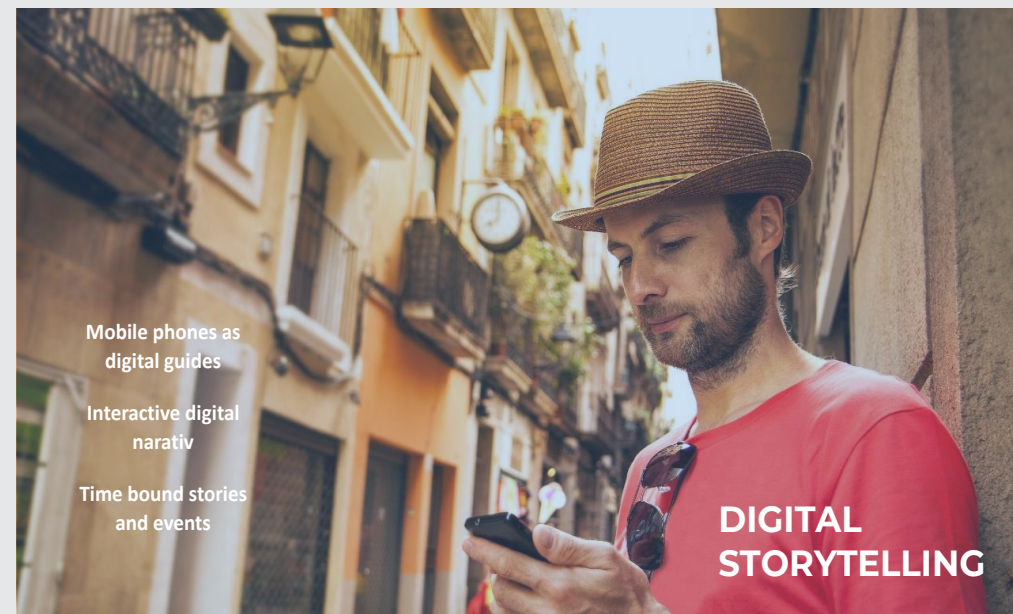
<https://iricentar.hr/>

Listen
the speech



Digital storytelling as strategic tools for engaging free
independent travellers in sustainable activities and
delivering personalized high quality experiences





Speech title

**INSIGHTS FROM ADRIAN
CULTURAL AND CREATIVE
THEMATIC CLUSTER:
Emoundergrounds
case study: Emotional and
innovative exhibits for an
experiential tourism**

Speakers

IDA CAROLLA

Project Manager of EMOUNDERGROUNDS project
on behalf of Nardò Municipality

www.emoundergrounds.adrioninterreg.eu

ITALO SPADA

Director of New Technologies and Design Department of CETMA
the European Research Center for Technologies Design and Materials.

www.cetma.it/index.aspx

Listen
the speech



Interreg  **EMOUNDERGROUNDS**
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for the Adriatic-Ionian

WEBINAR: THE STRENGTHENING OF ICCs AS A GROWTH ENGINE FOR SUSTAINABLE TOURISM
September 30th h 15:00 p.m. by ZOOM



EMOUNDERGROUNDS
EMOtional technologies for the cultural heritage valorization
within transnational UNDERGROUNDS

EMOUNDERGROUNDS case study:
Emotional and innovative exhibits
for an experiential tourism



GENERAL AND SPECIFIC OBJECTIVES

CREATE A TN NETWORK
OF PUBLIC-PRIVATE ACTORS
OF TOURISM CHAIN TO
JOINTLY PROMOTE THE
MANAGEMENT OF TN
TOURIST PRODUCT (WPT1)

PROMOTING A NEW TN CREATIVE-CULTURAL
TOURIST PRODUCT BASED ON ADVANCED
EMOTIONAL TECHNOLOGIES
TO STRENGTHEN THE SUSTAINABLE, SMART
AND INCLUSIVE GROWTH OF THE WHOLE
MACRO ADRIATIC-IONIAN REGION

DESIGN, DEVELOP AND
PROMOTE PILOT
APPLICATIONS FOR NEW
DIVERSIFIED EMOTIONAL
CULTURAL TOURISM
PRODUCTS AND SERVICES
(WPT2-WPT3.4-WPC)

EMPOWERING CAPACITY
LEVEL /SKILLS OF KEY ACTORS
TO IMPROVE PUBLIC
POLICIES ON CULTURAL
TOURISM MANAGEMENT
CREATING NEW JOBS AND
SERVICES BY TRAINING PATHS
(WPT3.1-3)

PROJECT WEB-SITE:

www.emoundergrounds.adrioninterreg.eu



Project Main Output Title

A new transnational cooperation network established through 11 territorial animation meetings among tourist chain operators

EMOUNDERGROUNDS common Strategy for the smart, sustainable and inclusive management of ADRION cultural heritage and tourism

EMOUNDERGROUNDS transnational Action Plan to implement a better valorisation of the targeted cultural tourist destinations and the whole ADRION area

Small scale investments as pilot applications of technological/multimedia/interactive installations to manage/enjoy/enhance 10 cultural sites

New visits to project cultural destinations by the implementation of 30 Transnational cultural exchange contamination events on historical origins and traditions, literary and music.



Interreg
ADRION ADRIATIC-IONIAN
European Regional Development Fund - Instrument for Pre-Accession II Fund

Thematic Cluster towards
Sustainability in Cultural and
Natural Tourism Destinations

Cultural and creative
industries

905 EMOUNDERGROUNDS
1050 CREATURES
1124 CCI4TOURISM

You can find more
information on the
Programme web-
site [dedicated section](#)

ADRION Thematic Sub-Cluster n.3.1: (06.2021 – 06.2022)

- **POSITION PAPER** with recommendations for influencing the policy debate on cultural heritage management widely conceived as tangible and intangible assets
- **LABORATORIES TO DESIGN NEW PROJECT IDEAS** to be financed within 2021-2027
- **Extension of the existing created network**, with a **MEMORANDUM OF UNDERSTANDING** among public and private actors of the CC sector in Adriatic Ionian region



DESIGN AND DEVELOPMENT OF TECHNOLOGICAL, MULTIMEDIA AN INTERACTIVE EXHIBITIONS



Welcome Area



Main corridor





DESIGN AND DEVELOPMENT OF TECHNOLOGICAL, MULTIMEDIA AN INTERACTIVE EXHIBITIONS



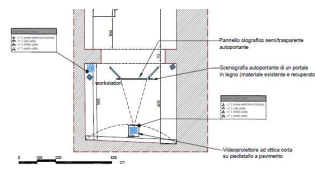
2020



2021



2022



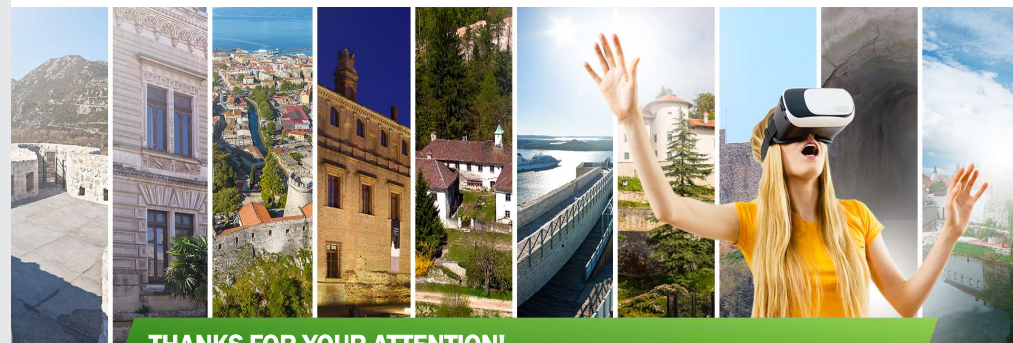
Holographic Area

Emotional Room

Terraces



CETMA



THANKS FOR YOUR ATTENTION!

For any information don't hesitate to contact: Partner name

Ida Carolla Phone: +39 3474665027

Email: ida.carolla@cetma.it emounderrgrounds.pts@comune.nardo.le.it

Italo Spada Phone: +39 331 3582710

Email: italo.spada@cetma.it



“

The real
voyage of discovery
consists not
in seeking
new landscapes,
but in having
new eyes.

[Marcel Proust]

”

Speech title

INSIGHTS FROM ADRIAN
CULTURAL AND CREATIVE
THEMATIC CLUSTER:
E-Services and
digitalization. An
opportunity to boost
creative enterprises and
sustainable tourism


Speaker

DAVIDE CATELLANI

Città Metropolitana di Bologna, Italy

<https://creatures.adrioninterreg.eu/>

Listen
the speech




“E-Services and Digitalization. An opportunity to boost creative enterprises and sustainable tourism”


The strengthening of CCI as a growth engine for sustainable tourism

Speakers:

- Marino Cavallo - Research, Innovation and European project management Head of Office
Metropolitan City of Bologna
- Davide Catellani - Research, Innovation and European project management Technical Project Officer
Metropolitan City of Bologna

Insights from Adrion Cultural and Creative Thematic Cluster

 CITTÀ METROPOLITANA DI BOLOGNA

Creative Week CCI4T | 30 Sept. 2021 

NEW ECONOMIC MODELS

networks of small and medium-sized enterprises, cultural associations and non-profits, CCI, Start-ups that work with the "creative economies" of cities to create quality products

AND THE DIGITAL TRANSFORMATION

Impact on "Cultural Districts"

... this approach requires:

1. rethinking the scope and dimensions of the cultural and creative sector

i.e. Cultural and Creative contents digitalization related to sustainable tourism

2. e-Service networks provided by Public Administrations (PA)

These networks will be an indispensable factor for competitiveness, because investments in innovation will increasingly be based on comparisons on the level of efficiency of PAs



There is a whole world growing up ...

... A world that often lies on the cutting edge of culture's classical perimeter: product and service design, virtual modelling, experiential tourism, gamification.

Activities in the field of culture represent an astonishing opportunity for economic development and innovation:

DIGITALIZATION PROCESSES IN LOCAL CONTEXTS AS CROSS-SECTORIAL TREND AFFECTING ALL DIMENSIONS OF SUSTAINABLE URBAN DEVELOPMENT



STRENGTHS

Strong application of the "sustainability paradigm" from the field of natural to cultural capital, their functions cannot be replicated by economic/tech capital but only enhanced and made more cost efficient and effective

WEAKNESSES

Tourism defined as an economic sector it would be preferable to address a tourism supply chain composed of thousands of interconnected small scale operators

OPPORTUNITIES VS. THREATS

Positive impact of culture and creativity on a company's on ability to disseminate distinctive values and brand and product/service recognition

"broadening of boundaries" may make those who identify culture only with cultural heritage and cultural assets in the strict sense of the word - museums, archaeological sites, monuments - distrustful

These tourism products consist of different services (which tourists combine) this implies:

- no clear "product owner" for these products
- greater need for the participation of political actors and public administrations in project consortia for the promotion of sustainable tourism



Metropolitan City of Bologna (MCBO): Creatures Project main objectives

- 2 new sustainable itineraries
- Boosting experiential and sustainable products in marginal area
- Increase the number of young tourists experiencing the Creatures routes/sustainable tourism products and services
- Promotion of e-service offering additional multichannel opportunities for CCIs
- Support for start-ups that offer services in close relationship between sustainability and digitalization in tourism
- Support for the Regional Cluster for Cultural and Creative Industries



1. Boosting creative enterprises and sustainable tourism: New e-service for Bolognese "territorial branding"



- Strengthening governance and management systems
- Strengthening of PA information channels, design of benchmarks on sustainable consumption/production policies and transfer of experience and best practices to decision-makers, the private sector and stakeholders with seminars, training, workshops, awareness-raising campaigns

New models "territorial branding" fostered by PA



2. Boosting creative enterprises and sustainable tourism: MCBO Joint Acceleration Programme (JAP) and Digitalization of CCI's products and service related to sustainable tourism



- Joint Acceleration Programme (JAP) for CCI-related SMEs & Start-ups.
- New routes targeted to young tourists, co-designed with specific actors and services (i.e. Creature App) linked to the CCIs.
- Sharing of good practices, methodologies, guidelines, tools and innovative ways of learning through **interactive spaces** and **places of exchange**.



MCBO Joint Acceleration Programme (JAP)

Actions aimed at:

- Raising **awareness** activities on the opportunities of creative tourism
- Improving **skills and capacities** of entrepreneurs, in particular among CCIs and tourism operators
- Set-up an **Acceleration programme** for CCIs and experiential tourism (synergies in the context of other European Project managed by the Metropolitan City of Bologna)

Stakeholder: local municipalities; local tourism operators, CCIs, aspiring entrepreneurs, CREATURES's local support group



Digitalization of CCI's products and service related to sustainable tourism: Bologna's Places of Interest in CREATURE App



2 new routes promoted by CREATURES project located in MCBO and part of "Piccola Cassia" itinerary.

Objective: to **increase the touristic value of the itinerary** itself and **localities** crossed by the routes that would be **otherwise excluded**.

Target group: **youngsters tourists**

Innovation: **co-designed with specific actors and services linked to the CCIs** (one successful example of CCIs tourism product is the "Crinali Festival" experience).

Tourism Route 1:

Piccola Cassia – route link Bologna-Bazzano starts in Bologna, Piazza Maggiore, and arrives in Monteveglio and Bazzano.

Tourism Route 2:

Bombiana – Porretta Terme connects the ancient path of the "Piccola Cassia" to the main town of the upper Reno valley, "Porretta Terme", in the Tuscan-Emilian Apennines.



The Creatures project

- ❖ addresses the challenges of promoting creative tourism through new sustainable and experiential routes
- ❖ approach to create dynamic routes and suggestions based on tourists' interests and involvement. At the core of this approach will be a **mobile app that will allow visitors to identify their own interests with reference to CCI in a given territory.**

The end users of the application will be able to define their needs and the application will provide suggested routes accordingly (including timetables and maps), highlighting through its content the experiences that best combine quality production and sustainability.



Findings:

*The ambition of the technological innovations promoted by the project (**E-Service & Digitalization**) is to put in contact, by interconnecting them, their respective end users:*

*on the **supply side**, the actors of the tourism sector, supporting and accompanying them in the design of new proposals that enhance the value of the territories thanks to the contribution of CCIs digital service and products;*

*on the **demand side**, consumers and tourists, facilitating their choices by directing them towards these new “sustainable” and “creative” proposals.*



Grazie !



CCI4TOURISM TRANSNATIONAL INCUBATION PROGRAM



Startup

BLAWALK

Blawalk from Friuli Venezia Giulia (Italy), whose team developed an app facilitating the meeting between those who offer experiences (walks, trekking and bike excursions at different levels) and enthusiasts in search of destinations, experiences and companions. The idea has already collected 14.000 users' registrations and is about to enlarge its network beyond regional and national markets

www.blawalk.it

Listen
the speech

A smartphone screen displaying the Blawalk app interface. The screen shows a list of activities with dates, times, and locations. The text "Scopri le attività attorno a te" is visible at the top of the app screen. The app interface includes a "Home" button and a list of activities with images and text. The activities listed are: "evento trekking - Monte Etna", "evento giovani esploratori", and "evento - Monte Etna".

Blawalk

Together, Ecofriendly, Social

A graphic of three stylized human figures in blue, orange, and green, standing on a green base, with a pink circle above them.

APP IOS - APP ANDROID - WEB APP



WE HELP GUIDES TO
FIND CUSTOMERS

PEOPLE FIND FRIENDS
TO DO SPORT TOGETHER

PEOPLE SOCIALIZE AND
DISCOVER THE TERRITORY

LESS POLLUTION

MORE FUN

NEW FRIENDS



BLAWALK HELPS THE
LOCAL ECONOMY



ALPINE REFUGES
TAVERNS
FARMHOUSES



LOCAL SPORTS SHOPS



LOCAL MUSEUMS

CCI4TOURISM TRANSNATIONAL INCUBATION PROGRAM



Startup

SLOVENIA PHOTOTOURS

Slovenia Photo tours are guided photo trips to the most photogenic points of the Julian Alps. Katja Jemec, a professional photographer, is the heart and soul of these creative experiences. Besides the technical part of the photography participants can learn how to use the camera to capture Slovenian landscape and culture through their own view and camera lens. Good photo narrator must first know well the content he is photographing, only then can he tell the story with photos.

www.sloveniaphototours.com

Listen
the speech





Interreg
CENTRAL EUROPE



InduCCI

European Union
European Regional
Development Fund

 **BSC**
Poslovno podporni center Kranj
Regionalna razvojna agencija Gorenjske

 RAZVOJNA
AGENCIJA
SORA d.o.o.

www.ra-sora.si

CCI4TOURISM TRANSNATIONAL INCUBATION PROGRAM



Startup

COUNTESS GRETA

COUNTESS GRETA - from Slovenia - it's a new tourist program that offers tourists visits and unique experiences to discover cultural and heritage accompanied by Countess Greta – a character inspired by a famous person from the past.

www.kozarka.com

Listen
the speech



Creative days: The strengthening of ICCs as a growth engine for sustainable tourism

Session IDEA FIRE PITCH : COUNTESS GRETA, SLOVENIA

30th September 2021





- storytelling
- natural and cultural heritage
- local guiding

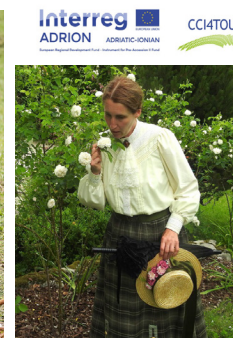
Countess Greta



in the park at Snežnik Castle Slovenia



A walk with Countess Greta through the history of Snežnik castle



Janja URBIHA Kozarka
+ 386 31 788 282
FB: [Kozarka](#)
www.kozarka.com

Kozarka

CCI4TOURISM TRANSNATIONAL INCUBATION PROGRAM



Startup

E-ANIMAL

E-Animal – from Bosnia - combining Virtual Reality, education and 3D production is going to create a virtual park where people meet animals and get excited about science and motivate them to contribute to animal endangerment prevention.

<https://saphiralabs.com/>

Listen
the speech



VR IS THE FUTURE OF EDUCATION



4th largest sector that will
invest in VR

42,9% annual growth of VR in education
– a \$13 B sector by 2026



CREATING VIRTUAL SPACES FOR NEW ENCOUNTERS



DEVELOP ONCE, USE MULTIPLE TIMES.



EDUCATION

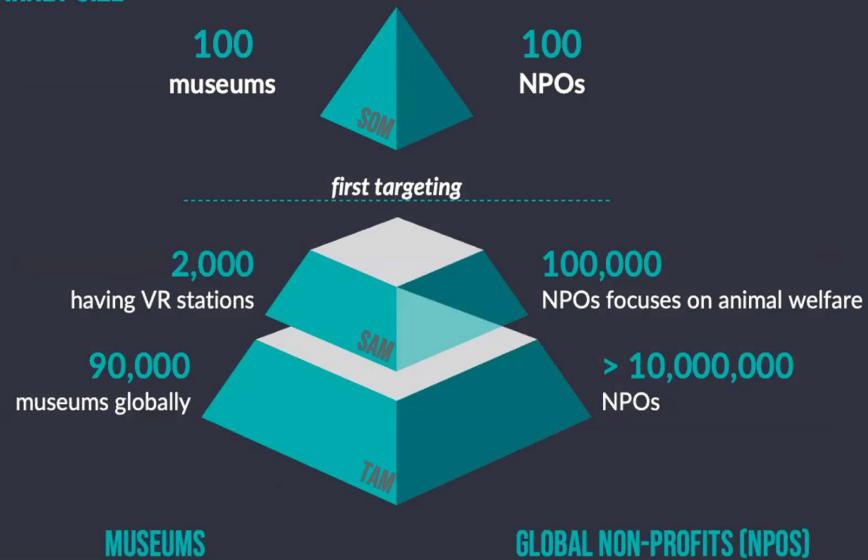


FUNDRAISING



EDUTAINMENT

MARKET SIZE



GLOBAL ACCLAIM



CCI4TOURISM TRANSNATIONAL INCUBATION PROGRAM



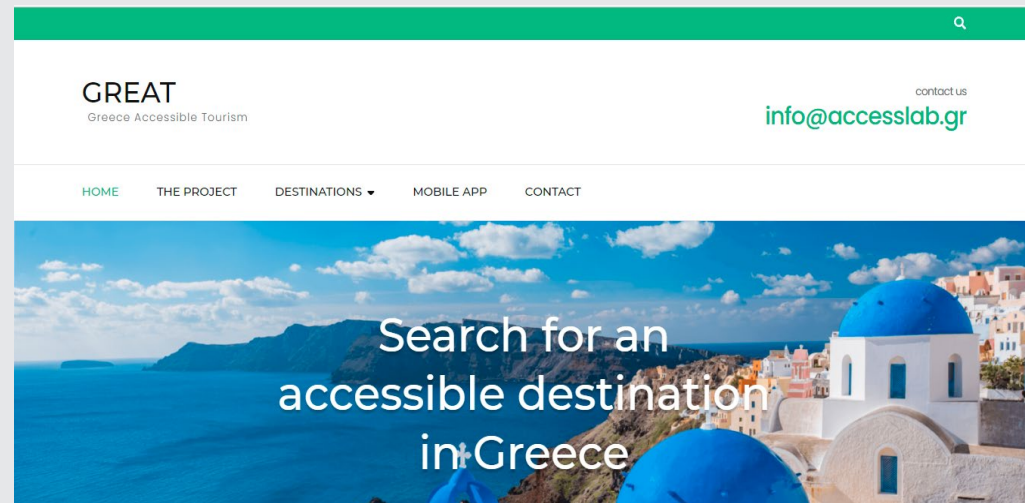
Startup

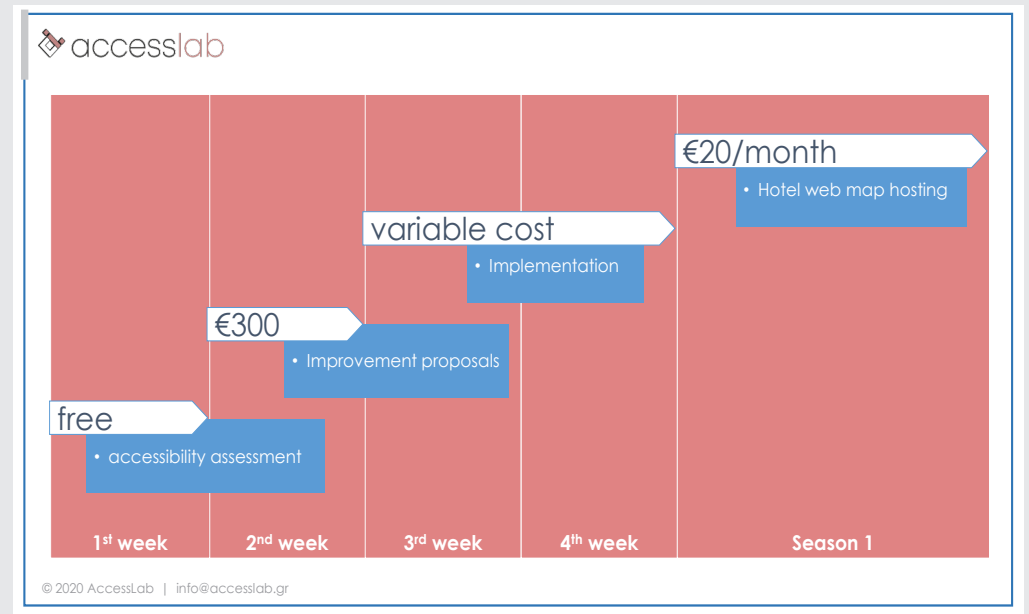
ACCESSIBLE TOURISM

Accessible Tourism - from Greece - aims to support tourism carried out by vulnerable social groups, such as citizens and visitors with disabilities, people with reduced mobility and visually impaired people.

www.accessibletourism.accesslab.gr

Listen
the speech







UDINE | AMARO | MANIAGO

Via Jacopo Linussio, 51 - 33100 | Udine

Tel. +39 0432 629911 | Fax +39 0432 603887

e-mail: segreteria@friulinnovazione.it

www.friulinnovazione.it

