

OUTPUT FACT SHEET

Pilot actions (including investment, if applicable)

Version 2

Project index number and acronym	CE331 YouInHerit
Lead partner	Municipality of Budafok-Tétény (22 nd District of Budapest)
Output number and title	O.T2.3.1 Pilot action 3: Skill development for pursuing old crafts as economic potential for the youth Module B: Craft Tourism Designer
Investment number and title (if applicable)	n.a.
Responsible partner (PP name and number)	PP10 Veneto Region Tourism Department
Project website	https://www.interreg-central.eu/Content.Node/YouInHerit.html
Delivery date	12 months (22 September 2017 - 22 September 2018)

Summary description of the pilot action (including investment, if applicable) explaining its experimental nature and demonstration character

Max. 3.000 characters

The pilot action of Veneto region was composed by 2 modules (Module A & B). PP10 was responsible for the leading of Module B in Pilot type 3 (skill development), titled as “Craft Tourism Designer” training. The main aim of this module was to create a motivation programme for young carrier starters based on a training material, job labs and internship opportunities.

PP10 Veneto Region Tourism Department through Ciset (International Center for Studies on Tourism Economy) envisaged a tailor-made pilot action for YOUINHERIT based on the ESF Call #Sogna studia crea. In the frame of the pilot, 10 unemployed youngsters under 35 were trained as “Craft Tourism Designers” in traditional craft/tourism/navigation/ accommodation/culture/enterprise to implement a competitive but sustainable tourism offer. The pilot was organized into 4 steps:

- 1) 250 hours: class/laboratories/outdoor training
- 2) 32 hours: study visit
- 3+4) 320+320 hours: internships by two different stakeholders operating in lagoon and river context.

The pilot also involved assessment meetings in order to have constant feedback from students. Both internships were implemented with the realization of video-interviews to trainees and stakeholders.

The results in terms of job opportunities and placement:

- 20% (2 students) already found a job in the tourism field
- 40% (4 students) received at least 3 opportunities of job interviews from project stakeholders
- 30% (3 students) received at least 2 opportunities of job interviews from project stakeholders
- 10% (1 student) is evaluating the possibility to enter a university course

This pilot action can be considered innovative in many ways. The most evident ones:

- It was able to combine successfully two different funding sources (Interreg CE Project + ESF);
- It provided a complex, multidisciplinary training in order to create a brand new, innovative professional figure called “Craft Tourism Designer”; Since the sector is very specific, a targeted pre-selection was made among young applicants with a clear predisposition, attitude and sensitivity to the theme of traditional crafts;
- Unlike most of the courses, which provide only one internship experience, this course provided participants with the opportunity to do two internships with two different project stakeholders;
- In addition to the two internships, the course’s training path included a number of job interviews (an average of 3 for each participant) to further foster the creation of job opportunities;
- Strong mix between theoretical knowledge and practical training application, the latter as important as the first.

In addition to the training, a further motivation opportunity was provided for the youth. An idea contest was organized under the supervision of PP10 for high schools in Veneto region on traditional boating and Venetian rowing. 17 classes of 9 schools were involved. The award ceremony was linked to the event called Job&Orienta held in Verona, IT on 30 November 2018.

NUTS region(s) concerned by the pilot action (relevant NUTS level)

Max. 500 characters

Country (NUTS 0): IT

Region (NUTS 2): Veneto

Sub-region (NUTS 3): ITH35, Venezia

Investment costs (EUR), if applicable

n.a.

Expected impact and benefits of the pilot action for the concerned territory and target groups and leverage of additional funds (if applicable)

Max. 2.000 characters

- The host companies (internship provider stakeholders) had such a positive return from their internship experience with the students that they continue to work with them (e.g., Museum of River Navigation of Battaglia Terme, Delta Tour River Navigation, Sensational Italy Incoming Tour Operator, Hotel Villa Ducale);
- The pilot fostered networking among the involved stakeholders, creating positive synergies that also served as a mutual support and promotion between them;
- The success of the pilot motivates us to start thinking about to apply for another call on the theme of traditional trades;
- During the six months of internship, the students worked proactively to promote activities related to schools, which led to a revival of traditional boating (e.g. Museum of River Navigation of Battaglia Terme, Delta Tour River Navigation);
- During the pilot development, a "living" network was formed among students on the many aspects of traditional boating in the territory;
- Thanks to the inclusion of these new professional figures, during the internship phase, the host partners (stakeholders) were able to take advantage of new, alternative and fundamental services to the development of their activities. For example, the intern Giulia Cavallarin supported Battello Foraneo Capitan Bragadin in carrying out the necessary documentation to proceed with the application on important calls for tenders addressed to start-up companies (one in particular was related to the issues of the venetian lagoon and its knowledge). The Museum of River Navigation of Battaglia Terme, on the other hand, thanks to the support of the two interns, was able to revise its timetable keeping its doors open all week long and successfully implemented the promotional section of its website;
- during the idea contest, Veneto region obtained many useful, fresh and creative ideas directly from the youth on traditional boating and Venetian rowing.

Sustainability of the pilot action results and transferability to other territories and stakeholders.

Max. 2.000 characters

Possible sources of funding are being monitored in order to be able to replicate a similar training experience. For example, Ciset (International Center for Studies on Tourism Economy) that supported PP10 in the implementation of the pilot action, has just launched a course within a regional call for "Operator in the Digital Tourism Promotion", aimed at the development of specific skills for 8 young unemployed (+2 young employed), involving some stakeholders of the pilot;

In support of some of the stakeholders involved in the pilot action, an important international committee operating in Venice, IT in the field of restructuring (in the specific case of YouInHerit, restructuring of traditional boats) has been contacted whose financing hypothesis is being monitored and may have positive developments that go beyond the duration of the project;

Some stakeholders linked to YouInHerit's pilot action were involved in a Capacity Building Programme developed within the Christa project. Meaning that the involvement of stakeholders in different projects and the created synergies will help their future engagement in related activities;

With some of them, moreover, contacts will be maintained for collaboration in future projects and someone (such as Limosa Slow Venice, who in YouInHerit was a host internship partner and also provided one of the awards related to the idea contest, is now a pilot stakeholder for another project within Italy Croatia Plus;

The methodology of the pilot action is fully transferable in its theoretical and operational structure (incl. most of the approaches) which was proved also by the constant monitoring of the training activities;

The pilot can also be transferred to other countries, through the development of a written methodology - a manual which indicates, among other things, how to identify the human resources with a greater attitude for the thematic, the most effective subjects and how to best follow the trainees through mentorship.

Lessons learned and added value of transnational cooperation of the pilot action implementation (including investment, if applicable)

Max. 1000 characters

Lessons learnt:

- Relation created between institutions & private companies to improve their activities;
- Better circulation of information between private & public sector;
- Successful combination of two different typologies of funds (FSE & Interreg CE Europe);
- The “hybridization” between craft, navigation & tourism sector is possible;
- Using mix of methods in trainings is successful;
- Practical training sessions in tourist contexts radically different from the original one, thus testing & increasing the transferability nature of the pilot
- Mentoring helps creating job opportunities for the youth;
- The only aspect that could probably be strengthened, with respect to what has already been done, is an even more accurate pre-selection check on the stakeholders hosting the internships in order to ensure an even better effectiveness of the internship experience.

Transnational values:

- learning and sharing new methods & valuable tools transnationally is an inspirational factor during the preparation, implementation and evaluation also for future purposes.

Contribution to/ compliance with:

- relevant regulatory requirements
- sustainable development - environmental effects. In case of risk of negative effects, mitigation measures introduced
- horizontal principles such as equal opportunities and non-discrimination

Max. 2.000 characters

No legal or regulatory difficulties encountered, but as the pilot action was financed with ESF funds, the administrative part required particular care and attention.

No negative environmental effects caused during the development of the pilot.

The pilot has made a significant contribution to equal opportunities, benefiting female youth employment.

References to relevant deliverables (e.g. pilot action report, studies), investment factsheet and web-links

If applicable, additional documentation, pictures or images to be provided as annex

Max. 1.000 characters

Video Interviews to stakeholders and trainees and posts shared on YIH facebook page:

8 March 2018: Presentation of pilot action's results at Villa Widmann;

11 April 2018: Follow-up with the trainees of the Craft Tourism Designer course at Palazzo Sceriman - Veneto Region Tourism Department;

13 June 2018: "The interviews of YouInHerit" episode 1: Museum of River Navigation of Battaglia Terme + trainee Sonia Sottana;

18 June 2018: Museum of River Navigation of Battaglia Terme (stakeholder): summer timetable and initiatives;

19 June 2018: "The interviews of YouInHerit" episode 2: Delta Tour River Navigation + trainee Lucia Celeste;

29 June 2018: "The interviews of YouInHerit" episode 3: Sestante + trainee Cecilia Cavallin;

9 July 2018: "The interviews of YouInHerit" episode 4: Squero di San Trovaso + trainee Giulia Cavallarin;

20 September 2018: "The interviews of YouInHerit" episode 11: stakeholder Vento di Venezia (reality that hosted a trainee in the first phase of internship);

3 October 2018: Pilot Action Cross Visit in Venice (20-21 September 2018);

18 October 2018: "The interviews of YouInHerit" episode 12: Sensational Italy + trainee Erica Miatello.

Pictures:







