

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 Skill development for pursuing old crafts as economic potential for the youth. <i>Implementation of Pilot Action Modul A “New Digital Tours on Venice’s Nautical Craftsmanship”</i>
Investment number and title (if applicable)	<i>n.a.</i>
Responsible partner (PP name and number)	PP8 Civiltà dell’Acqua International Centre
Project website	https://www.interreg-central.eu/Content.Node/YouInHerit.html
Delivery date	October 2017 - December 2018

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

The pilot action of Veneto region was composed by 2 moduls (Modul A & B). PP8 was responsible for the leading of Modul A in Pilot type 3 (skill development), titled as “New Digital Tours on Traditional Boat Craftsmanship in Venice”. The main objective was to create a number of digital routes on Venice’s Nautical Craftsmanship to fill the gap of accessibility to this important heritage (as highlighted in the RSQA analysis) and make an impact at tourist level. Youth were trained through the YouInHerit Pilot Action in order to be able to co-design these itineraries.

Improving accessibility to nautical craft heritage through digital routes is an advantage to strengthen visibility of such a precious heritage; the itineraries will stimulate the interest of a growing number of tourists.

This pilot is highly innovative, since it provides not only the very first digital routes on this subject in Venice, but also it involves students (17-18-year-old) of the Algarotti High School on Tourism (located in Venice) to co-design them. After the YouInHerit training on geo-historical, multimedia and ICT contents, students elaborated the storytelling, the interviews with craftsmen and developed digital routes on Venice’s nautical traditions.

As a result of the Pilot, 10 new digital tours (5 in Italian and 5 in English) on Venice’s Nautical Craftsmanship were created. Today, any tourist in Venice can follow them and enjoy the discovery of Venice’s nautical tradition and craftsmanship.

Number of youths reached: 24 students trained + additional 25 students involved for the final test of the new digital routes.

Number of stakeholders involved from the nautical sector: 33 in total, including the Univ. of Venice Ca’ Foscari (Dept. Economy); the Municipality of Venice; the Museo Archeologico Nazionale of Altino; 8 traditional boat operators and traditional shipyards; different associations which carry out activities along the YouInHerit tour (10 in total) and other experts and scholars of nautical craftsmanship (12 in total).

The digital itineraries focus on 5 different quarters of Venice (Dorsoduro, Altino, Giudecca, Cannaregio and Pellestrina).

They are available to the public and downloadable for free from the Izi.Travel open source platform (> 1 million downloads!) at the following links:

DORSODURO

<https://izi.travel/it/921b-venice-explore-forgotten-dorsoduro-and-its-sailing-traditions/en>

GIUDECCA

<https://izi.travel/it/38f8-venice-explore-forgotten-giudecca-and-its-sailing-traditions/en>

CANNAREGIO

<https://izi.travel/it/f94a-venice-explore-forgotten-cannaregio-and-its-sailing-traditions/en>

ALTINO

<https://izi.travel/it/7d3f-venice-explore-forgotten-altino-and-its-sailing-traditions/en>

PELESTRINA

<https://izi.travel/it/0240-venice-explore-forgotten-pellestrina-and-its-sailing-traditions/en>

With your Smartphone: go to Izi.Travel, digit: “Venice” and click on the 5 tours available with the title “Explore Forgotten Venice and its Sailing Traditions”.

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

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)

Impacts and benefits of the implemented Pilot in Venice are tangible and concrete.

First, the pilot action (module A) produced the very first series of digital routes on Traditional Nautical Craftmanship in Venice. Its impact can be assessed in numbers in the coming months by the number of downloads made by the end users. Indeed, today any tourist in Venice can consult the Izi.Travel platform of audioguides (> 1 million downloads!) and discover 5 new dedicated digital tours in Venice made by the YouInHerit project.

Also, another benefit was the development of the methodology to involve the youth in order to co-design with them and create the digital routes. Such a methodology can be applied to any traditional craft in Europe and as such, disseminated at cross-border level.

By digitizing the heritage of craftsmen and boatyards existing in Venice and making available the digital routes in Izi.Travel, the accessibility to traditional nautical craft heritage improved, and will stimulate the interest of a growing number of tourists. Thanks to the pilot action conducted in YouInHerit, now any tourist in Venice can follow them and enjoy the discovery of Venice's nautical tradition and craftsmanship with the use of a single smartphone. Also, the high number of stakeholders (33 in total) involved during the implementation of the Pilot, was a concrete way to revive the concerned traditional craft in Venice and confirm to them the importance of their activity.

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

The methodology on building new digital tours for any traditional craft is fully transferable. The Izi.Travel digital platform provides useful guidelines as well as tutorials to build digital tours on its open source platform. What is more, the specific methodology created by PP8 through the YouInHerit Pilot Action, aimed to involve the youth in co-designing the itineraries (including geo-historical, multimedia and ICT methodological nuclei), can be taken as a model to be transferred at transregional level.

The digitization of craft heritage is a successful way to involve the youth, since youngsters find always stimulating to challenge and improve their digital abilities.

The new digital routes developed by YouInHerit in Venice cover already, from a geographical perspective, a good percentage of the surviving traditional boat craft heritage. Nonetheless, 3-4 additional tours can be created in the future to complete in Izi Travel the offer on Venice's traditional boat craftsmanship. Different institutions will be stimulated by Civiltà dell'Acqua as a possible source of funding to complete this picture. The framing of the YouInHerit pilot training was officially acknowledged also by the Italian Law (D.Lgs n. 81/2008) as a "professional training course" titled as "Alternanza scuola-lavoro" ("school-job rotation"), thus providing a potential replicable opportunity to other Italian schools.

Also, the impact of the 5 YouInHerit digital tours will be maximized by including them in the "digital museum" project developed by Civiltà dell'Acqua - The Water Museum of Venice (<https://www.watermuseumofvenice.com/eng/>). Their impact will be higher when made available also through this web platform, which is directly connected to the UNESCO Global Network of Water Museums' initiative (www.watermuseums.net).

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

Good practices and lessons learned include: the methodology developed to involve the youth and co-design with them a number of digital tools related to traditional boat crafts. For future implementations, possibly the training period planned to involve youngsters in creating digital itineraries on craft tourism can be made in a shorter period (5-6 months instead of 12). The pilot phase needed a longer period, but this could be shortened now. Definitely, the combination of our 2 pilot modules

(implemented by PP8 & PP10), created an interesting best practice and synergies, by addressing different target groups with different methodologies, fostering mutual inspiration. Lessons learned from other YIH partners on how to involve the youth were useful through joint meetings and sharing ideas. We had the chance to share our transferable good practices tested in the project and gain interesting examples from other countries during the preparation, mid-and final evaluation of our pilots.

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

By definition, the Pilot implemented in the Veneto Region is “sustainable” (in line with United Nations definition of SDGs - Sustainable Development Goals) and can have only positive environmental effects, since it promotes tourism and leisure activities on foot, by bicycle, or with traditional rowing boats to discover the nautical heritage in Venice.

No specific difficulty was found concerning local regulations. The main challenge was to change people’s attitudes and behaviors towards what is often perceived as an old craft, with no chance of survival for the future. Horizontal principles of our pilot action were ensured. Youth could join and participate in our pilot activities without any discrimination. Thus, equal opportunities were provided for all youth who interested in our initiative.

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

The following links to 5 new digital tours show the concrete results of the Pilot Action module implemented by Civiltà dell'Acqua:

DORSODURO

<https://izi.travel/it/921b-venice-explore-forgotten-dorsoduro-and-its-sailing-traditions/en>

GIUDECCA

<https://izi.travel/it/38f8-venice-explore-forgotten-giudecca-and-its-sailing-traditions/en>

CANNAREGIO

<https://izi.travel/it/f94a-venice-explore-forgotten-cannaregio-and-its-sailing-traditions/en>

ALTINO

<https://izi.travel/it/7d3f-venice-explore-forgotten-altino-and-its-sailing-traditions/en>

PELLESTRINA

<https://izi.travel/it/0240-venice-explore-forgotten-pellestrina-and-its-sailing-traditions/en>

Photos:



