



D.T3.1.2

REGIONAL ACTION PLAN OF VENETO REGION

2018-2019

In collaboration with Veneto Lavoro

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INTRODUCTION

The present Action Plan is the reference document for the implementation of the regional strategy and the achievement of a goal in the target area. It will be updated on the base of the reached results with Pilot Action and taking into account stakeholders' contributions.

The aim of the Action plan is to set a number of actions to be attained in a short period of time (1-2 years maximum).

It consists in the following main steps:

- definition of a general vision;
- definition of the general objectives;
- definition of the specific objectives within the general ones;
- definition of the appropriate actions to achieve the specific and general objectives;
- definition of the timeline.

The present Action plan makes reference to the same territory and the same stakeholders involved for the Regional Status Quo Analysis. The partners involved are: PP10 – the Veneto Region (as coordinator) and PP8 - the International Centre for Water Civilization.

The Veneto Region elaborated the Regional Status Quo Analysis (Deliverable D.T1.2.2) in the frame of which the regional cultural heritage as well as the youth situation were presented and described. In particular, the analysis was composed by: two baseline studies – one about the cultural heritage and the other about the youth – a survey and the gap analysis.

The analysis about the regional cultural heritage highlighted some important facts. The Veneto Region boasts a relevant cultural heritage rich in traditions connected to the various crafts and trades, this implies an extremely rich and varied tourism offer. Moreover, also thanks to its strategic geographical position the Veneto Region is developed from an economic point of view.

Despite its relevant cultural heritage, the art and craft sector in Veneto Region suffers by a non favourable context. To begin with the economic perspective, the lack of adequate financing forms do not allow craftsmen to have the sufficient economic support to deal with some of the great

impacts of the globalisation process such as standardisation, forgery, innovation and even more competition. In fact, products coming from traditional trades are quite expensive due to the production costs and cannot compete with standardised products preferred by the mass tourism. More generally, the craft and art sector suffers by another important defect: it does not have its own economic model. According to the theory, there is no model for small enterprises which are looking to have sufficient income, to have continuity through the years competing in the market by adding an high added value to the products instead of undertaking an entrepreneurial growth process and changing their size. By the way, there are entrepreneurial models just for those which are interested to become bigger and have even more incomes. Moreover, craftsmen do not see themselves as entrepreneurs, rather as artists, due to the cultural, artistic and social added value of their products.

Besides the economic point of view, it must be stressed that, as for the social perspective, **traditional crafts are not very attractive for youngsters, neither as a job nor for hobby purposes** and they tend to be carried out in the frame of a generational change. The scarce interest among the youngsters also implies an inadequate educational offer in the field of traditional crafts and trades. By contrast, almost the 50% of craftsmen incomes come from learning activities. According to this data, the craft labs should be considered as schools and not merely enterprises as the major part of the civil society but especially as the law does.

The valorisation of the traditional crafts from the touristic point of view represents a great opportunity in order to decongest the main tourist destinations, such as Venice's city centre, as well as to create new working places for youngsters and therefore to better develop local economy in a sustainable way. An example to everyone. The Gondola survives over time thanks to its touristic use. Other typical boats are valorized only during the Redentore and Vogà Longa feast, two annual events that attract many tourists.

In particular the sectors with major difficulties are those of the traditional boats and the navigation. Although there has been several institutional efforts in order to valorise this part of the craft and arts, a negative context still affects these sector. For instance, with Legge Regionale n. 1 of 1996, Veneto Region instituted the brand "Imbarcazioni in legno tipiche e tradizionali della laguna di Venezia" (traditional and typical wood boats of the Venetian Lagoon). Despite of this

protection and valorisation tool, the brand has been dropped after the first brand concession to several Venetian squeros in 2010.

For this reason it is important to facilitate the creation of a fluvial navigation culture with typical boats for a touristic use. Just thanks to a “touristic” approach this specific sector could be saved.

As concerns the analysis made with regards to the situation of the youth in the region, it pointed out that the region has registered an increasing rate of graduated youngsters in the recent years. This means more educated and skilled people. Despite the increasing of the educational level of the youngsters, Veneto still registers an increase of the employment rate, so that many youngsters decide to go abroad in order to find a job.

In order to overcome the young involvement issue on one hand, and on the other one the valorisation of art and craft sector, Veneto Region Industry and Craft Department has elaborated an ambitious draft law, which is currently waiting for a discussion and evaluation from the legislative regional body. Regional law “BOTTEGA SCUOLA” - SCHOOL WORKSHOP - a legislative tool with the a bidirectional aim: to increase the young involvement in art and crafts activities and to valorise the craftsmen potentials. The idea has been developed by the Industrial Department gathering all consensus from trade associations and craftsmen private sector.

In addition, a good opportunity is offered by inbound migration, when adequately trained. Moreover, the valorisation of traditional crafts can represent a key solution in order to create new jobs and therefore to contrast youth emigration. However, the economic crisis still represents a threat and do not depend on local/regional labour policies.

The RSQA consisted also in the dissemination of a questionnaire in order to investigate the attitude of the youngsters of the region in respect of the cultural heritage and more specifically of the one connected with the renovation and valorisation of traditional craft regarding the manufacturing of historical boats and their valorisation for tourism purposes. The questionnaire’s aim was also to stimulate the youngsters about the way they can contribute, play a role in such process of valorising cultural heritage connected to traditional crafts.

As conclusions of the baseline study and the survey some gaps were identified. In particular the following were considered as the most important ones:

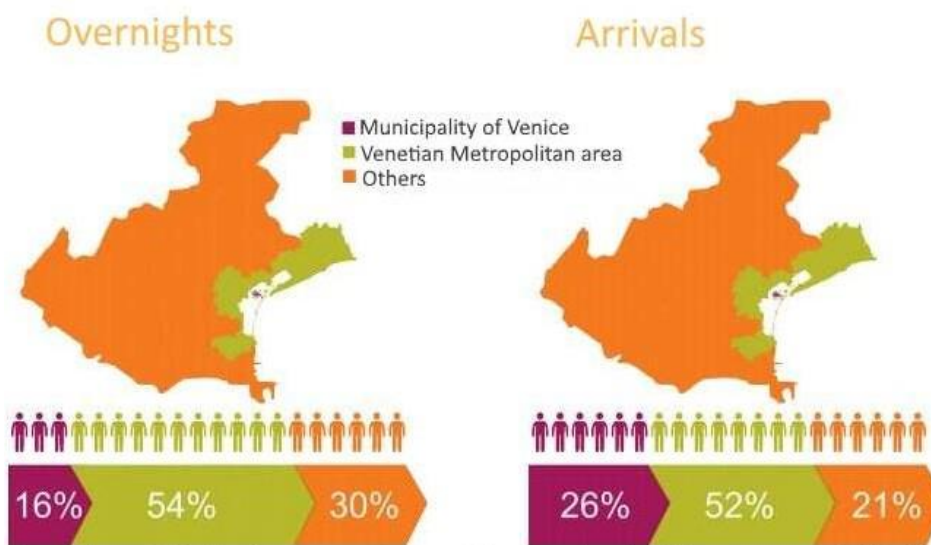
1. rich cultural heritage versus lack of interest among the youngsters;
2. lack of forms of financing for young people specifically dedicated to activities connected to navigation, shipbuilding sector and craft tourism sector;
3. lack of interest of the youngsters for jobs connected to the navigation and nautical sector;
4. scarce digitization of cultural heritage related to traditional navigation and craft tourism;
5. lack of ICT tools aimed at promoting traditional crafts and touristic routes linked to traditional navigation in the Venetian fluvial-lagoon context.

VISION

Taking into account the data analysed, the craft sectors linked to traditional boats and the navigation are the ones which suffer the crisis mostly. Therefore in the frame of Veneto Region the territorial focus, considering the abovementioned themes, is Venice, its Lagoon and the venetian inland fluvial waterways. The area of Venice and its Lagoon is linked by an irrefutable bond as testifies the UNESCO recognition in the World Heritage list as both cultural and natural site. What makes unique the Unesco site, Venice and its Lagoon, is its identity. However, comparing the city with the Lagoon, this last one is almost unknown by the tourists and it is suffering by depopulation and decline.

Furthermore, the traditional Venetian activities, which have characterized the area for decades and which are integral part of the huge identity, such as the wood shipbuilding and the related traditional navigation, are disappearing. One of the main causes of this loss is the mass tourism focused in the city without considering the Lagoon.

As it can be seen in the chart below, the touristic arrivals in the Municipality of Venice consists of 50% of the Venetian Metropolitan Area and of about 25% of the regional ones.



Source: elaboration of Municipality of Venice on ISTAT data – DMP OGD Venezia

In this perspective, the touristic flow redistribution in the whole area could be considered a solution not merely for decongesting the city great tourist attractions but also for protecting and valorising the whole Lagoon and fluvial system which is considered the base for the economic, geographical and historical richness of Venice and its surroundings.

More in particular, the development of new ways of eco-sustainable and “responsible” boat ride tourism, linking Venice to the lagoon and to the hinterland through the navigable fluvial stretches could be a solution.

In this perspective the youth involvement in the traditional and historic sector of fluvio-lagoon navigation (from the construction of traditional boats to their use for sustainable tourism) is important for a durable conservation of the Venetian identity.

The Action Plan vision is to make Veneto Region a world example, where the nautical traditional heritage, both cultural, natural, tangible and intangible one is rediscovered thanks to the youngsters involvement in the development of new touristic offers. These new offers will be focused on the sustainable ecotourism in the Venetian lagoon with major attention towards the heritage of wooden traditional boats, which must be considered as the basic element for the renaissance of already existing *squeri* (traditional shipyards).



Photo: example of a *squero* - @ www.isoladiburano.it

GENERAL OBJECTIVES

According to the Veneto Region assets and considering the main gaps analysed in the Regional Status Quo Analysis and the set out vision as well, different general objectives have been identified which cover several sectors of intervention:

1. to promote the nautical traditions and heritage in Venetian Lagoon, as well as in the hinterland;
2. to promote the young involvement in the arts and crafts sector and in the sustainable eco-tourism;
3. to improve the accessibility of some historical and naturalistic point of interests;
4. enhancing youngster employability in the traditional nautical sector.



1. To promote the nautical traditions and heritage in Venetian Lagoon, as well as in the hinterland

A great space of the Venetian cultural heritage is held by the traditional shipbuilding crafts which registered a great decrease from the touristic point of view but also from the occupational one, especially in the last decades (with the only exception of gondolas). The aim of this objective is to valorise adequately the multifaceted nautical traditions and the related activities. Traditional nautical crafts, which are expression of a clear culture and identity, need to be adequately supported not only in the city centre but paying attention to the entire Lagoon area.

2. To promote the young involvement in the arts and crafts sector and in the sustainable eco-tourism;

Firstly the traditional arts and crafts sector is suffering from the lack of a generational turnover due to the low interest by the youngsters. Young people do not consider traditional crafts neither

as a potential career nor as leisure activities. Secondly, from a touristic point of view, mass tourism is a potential threat for every touristic destination and, in this perspective, turning the part of it into “sustainable/responsible/slow tourism” will reduce the mass tourism pressure. Almost the entire mass tourism flows are focused on a very small part of Venice’s city centre. Taking into account these considerations, the aim of this general objective is bidirectional: on the one hand the traditional crafts activities need to be valorised adequately by considering the target in order to make the sector more desirable and attractive for youngsters both for leisure and career purposes, stimulating the target interest. On the other hand, the objective is to raise the environmental awareness of a number of tourists improving the quality of tourism impacts, by targeting a new, younger and more sustainable type of tourism. In order to draw tourists, it is necessary to realise sustainable ecotourism offers in the entire Lagoon area making the tourism supply sustainable enough. According to this vision, the nautical traditions may play a prevalent role. This objective affects the touristic sector directly, but also the occupational one can benefit, offering opportunities for young involvement.

3. To improve the accessibility of some historical and naturalistic point of interests

The fluvial tourism routes which link the Lagoon to the hinterland, and vice versa, today are scarcely considered, although in the past were at the centre of the unique waterways system of Venice. In fact, countless Lagoon sites and navigable fluvial stretches with their nautical heritage are almost unknown by the tourists and they lie in an abandoned status. These sites have a strategic importance for the nautical tradition and they are integral part of the material and immaterial Lagoon heritage. Only few tourists, in particular those who love hiking or canoeing, are discovering the great value of these sites. In this perspective, the accessibility plays an important role such as an organic and less-fragmented tourism supply concerning the nautical heritage could improve the tourists accessibility. Next to this, the nautical heritage historical sites need adequate promotion and communication activities (using also the current digital tools) but also the restoration and reconversion of traditional wood boats.

4. Enhancing youngster employability in the traditional nautical sector

Employment of youngsters in Venice is problematic regarding the sector of eco-tourism activities and shipyards, since both sectors are not sufficiently considered and promoted nowadays.

Concerning the business in new eco-tourism practices with the use of traditional boats and shipyards, for example, there are not permanent opportunities of training courses dedicated to the very few youngsters/unemployed persons which are interested for an employment in this traditional sector. New tourism itineraries linked to the preservation and maintenance of traditional Lagoon landscapes need adequate support and promotion from major stakeholders.

SPECIFIC OBJECTIVES

Some of the specific objectives are not only related to one general objective but they are cross-sectional. In line with the general objectives the specific ones are the following:

1. To promote the natural and cultural heritage of Venetian Lagoon;
2. To increase the young involvement in the traditional nautical sector and in related tourism;
3. To enhance local traditions and activities related to the fluvial-lagoon navigation;
4. To develop new digital route and intermodal itineraries linked to traditional boats and craft tourism;
5. To promote experiential tourism linked to the use of traditional boats;
6. To support SMEs in eco-tourism good practices linked to traditional boats;
7. To boost the schools of crafts in diversifying the competences;
8. To improve the youngster awareness over the traditional nautical sector and heritage.

1. To promote the natural and cultural heritage of Venetian Lagoon

Considering that this type of heritage is almost unknown by the tourists, a better promotion, marketing and valorisation are the first steps to realise sustainable eco-tourist offers.

2. To increase the young involvement in the traditional nautical sector and in related tourism

Within the traditional arts and crafts sector, the traditional nautical crafts sub-sector is one of the most affected by the poor youth involvement. The aim of this specific objective is to valorise the traditional nautical crafts activities taking into consideration the young target in order to make the sub-sector more attractive (for instance with sports activities). Furthermore, the nautical tradition has a great unknown touristic potentials. Also in this perspective, the youngsters employment in the traditional navigation eco-tourism activities is problematic, which is also due to an absence of trainings for youngsters or, more in general, to unemployed people in such specific sector. New dedicated training offers could

reduce the young unemployment level and could increase the professional figures in a sector scarcely exploited yet.

3. To enhance local traditions and activities related to the fluvial-lagoon navigation

Fluvial-lagoon navigation had and, in part, still has an important role in the Venetian cultural heritage and in the hinterland. The navigation sector is full of traditions and activities which are unknown not only to tourists but also, nowadays, to many Venice inhabitants. In this perspective, the use of traditional wood boats is an instrument for rediscover both the (this unique) nautical heritage and the natural one. The navigation culture and traditional nautical craft have a strong connection and, as consequence, if one is valorised, the other one benefits, too. The digitalisation process has an important role in the heritage as a whole which allows to exploit the potentials of the historical fluvial-lagoon itineraries within the eco-touristic perspective. The support to new digital tools could have an inclusive effect, contributing to the young involvement. Considering the great value of the local traditions, the aim of this specific object is to avoid the loss of this part of cultural local heritage and to enhance it.

4. To develop new digital routes and intermodal itineraries linked to traditional boats and craft tourism

The development of new tourist itineraries which use sustainable and environmental-friendly both traditional and non-traditional transport systems, such as bikes or Venetian wooden boats, is a way to enrich the potential of sustainable/responsible/slow tourism sector aimed at re-discovering the unique heritage of Venetian nautical tradition, including “squeri” (traditional shipyards for the construction of wooden boats) and rowing associations, which still make great use of a number of different traditional wooden boats). Also, the enhancement of existing digital assets may prove to be an important incentive to attract more young tourists towards the promising sector of craft tourism linked to the nautical heritage.

5. To promote experiential tourism linked to the use of traditional boats

This type of tourism is gaining more and more importance, especially in cities crawling with tangible and intangible cultural heritage. The art and craft sector could benefit by this new and alternative touristic offer, able to reduce the pressure of mass tourism. Some

platforms have already been launched assuring a quality tourism but they require an adequate promotion, especially concerning the use of traditional wooden boats.

6. To support SMEs in eco-tourism good practices linked to traditional boats

Developing good eco-tourism offers in the entire Lagoon area, in order to contrast the mass tourism flows which today are circumscribed only to a very limited part of the Venice city centre, could be demanding and challenging. In this perspective, SMEs which would like to enrich the tourism supply by proposing eco-tourism activities, need to be supported.

7. To boost the schools of crafts in diversifying the competences

The main actors of this objectives are the schools which offer an educational program for teaching traditional crafts to youngsters. The purpose of such objective is to make the educational offer much varied, in order to have a greater variety of professional figures in such field, therefore providing more opportunities to crafts related to traditional wooden boats which today are in danger of disappearing.

8. To improve the youngster awareness over the traditional nautical sector and heritage

The relationship between the youngsters and the craft sector, referring in particular to the nautical tradition is problematic. This specific objective aims to increase the target interest and awareness for the cultural and natural fluvial-lagoon heritage. In this respect, the use of IT and the digitization of the entire nautical heritage are a priority in order to better disseminate and promote the value of venetian nautical heritage among young generations.

ACTIONS

Actions are the measures that are put in place in order to obtain specific objectives. More precisely, they are the proposed solutions to an issue and are needed to solve a problem.

As concerns the purpose of the present Action plan, actions are connected with the above listed and explained specific objectives. In particular, for the same specific objective, one or more actions may be implemented in parallel.

The wide set of actions - Veneto Region Tourism Department has identified in cooperation with PP8, Wave - is the result of different consultations with the following actors, institutional and non:

- Veneto Region Education Department;
- Veneto Lavoro;
- Confederazione Nazionale Artigiani;
- Confartigianato;
- Stakeholders.

1st ACTION

Monitoring and providing information about financial opportunities and accompanying beneficiaries filling in the requests

During 2018 and 2019 different funding sources will be monitored with the aim of promoting the participation and involvement of stakeholders.

By way of example, in this section, are listed the actions suggested and promoted by Veneto Region Education Department during last year (2017) which have an indirectly correspondence with the traditional craft valorisation linked to the navigation sector. The following initiatives do not focus specifically on the fluvial-lagoon heritage and traditional crafts related to the navigation; however, they offer opportunities to territorial actors to develop ideas to support fluvial - lagoon navigation, also with the use of new digital tools/itineraries, or to finance training programmes for specific professional profiles (artisan of golden leaf, caulker...).

Here are some examples of Call for Proposals of 2017 thanks to which it had been possible to apply for projects supporting the same YouInHerit aims.

- **DGR 648/2017 – Axis II Social Inclusion – “ArtEnterprise – to the discovery of the job of tomorrow. Giotto learning from Cimabue - Line 2 Ancient Crafts”**

This Call for Projects Proposals financed initiatives able to support and training people as “art masters” in order to protect, promote, pass on and innovate the Venetian traditions and the traditional crafts. In addition, the general objective was also to get closer the target to the entrepreneurial culture for creating new jobs, for territorial development reactivation and for enhancing the local economic fabric. In this perspective, the new communication tools and the networking among the different “art masters” could have an important role. The project proposals will focus on well-structured paths based on an high experiential training over one or more Venetian traditional craft activities.

The available financial resources amounted to € 810.000. The project proposals lifecycle is biannual, starting in the 2017 and ending in 2018.

Among the funded projects, some examples are given below:

- a. “ATENA - Recovery and innovation of arts and crafts in Venice”: it involves some of the most representative ancient crafts of Venetian art, chosen for their historical and economic value. The motivation behind the project is to be able to pass on and enhance these professions in an innovative way through the contribution of new workmen, adequately trained, and through the construction of a network between different operators interested in creating common value and greater sustainability at the level local.
- b. “Atelier of wood 4.0”: it is a project that responds to the professional needs of groups of high quality and traditional artisan shops of the wood industry in the province of Venice. Through this project 5 unemployed persons will be integrated in a labour market with the aim to acquire the skills required in the wood industry.
- c. “THE MASTER OF WOODWORKING IN THE DIGITAL AGE, tradition and innovation from the Dolomites to Venice in the sector of artistic and craftsmanship of wood”: The project trains artists/craftsmen of wood in the digital era, a profession “in

transformation" where it is requested, in addition to know-how, technical skills, management, also skills for the use of digital technologies and for the promotion through innovative channels such as social and web communication. Moreover it is needed to be able to understand the needs of customers to create tailor-made products. The project is aimed at unemployed people who want to learn a traditional and even artistic and creative job.

- **DGR 578/2017 – Axis I Employability – “#DreamStudyCreate – people and competences in the center of change ment. Giotto learning from Cimabue - Line 1 Youth”**

This Call for Projects proposals was focused on creating hybrid professional figures by training unemployed youngsters under 35. The target followed well-structured project path achieving and developing a broad set of new required competences. Projects could have three finalities: to create hybrid professional figures able to promote the intangible heritage of the local “know-how”, to insert them in the job market and help them to launch an entrepreneurial activity.

Among the funded projects, some examples in the fluvial-lagoon sector are given below:

- a. “Geographic references of the art Lagoon paths”. The project objective is to launch two different start up with different and complementary activities. One will focus on the organisation of leisure activities linked to cultural and natural Lagoon sites, while the other one will focus on the sites management.
- b. “*CRAFT TOURISM DESIGNER. Slow proposals between the lagoon and rivers*”. The project is integral part of the YouInHerit pilot action realised by Veneto Region (described here below). Its objective is to create high-skilled and innovative professional figures able to valorise the tangible and intangible heritage of Lagoon traditional crafts linked to the fluvial-lagoon navigation.

Both projects have already started.

The available financial resources amounted to € 600.000. The project proposals lifecycle is biannual, starting in the 2017 and ending in 2018.

- **DGR 837/2017 and DGR 1785/2017 - “Youngsters are a guarantee – New opportunities for Venetian NEET” – National Operative Programme for the implementation of the European Initiative for Youth Employment – Regional Executive Plan Garanzia Giovani**

This initiatives were part of the *Regional Executive Plan Garanzia Giovani* whose general objective is to guarantee to the citizens under 29 defined as NEET the possibility to study, apprenticeship or internship or other measures of qualification within the first 4 months since the beginning of unemployment status or since the end of the education period.

The two specific initiatives, object of the DGR 837/2017 and DGR 1785/2017, were two call for projects which financed project proposals for training courses, extra-curricular traineeships, job supporting.

The available financial resources amounted was euro 13.800.000.

Many courses and workshops have been financed such as training lessons for glass processing, makers for Fablabs, experts on digital marketing and promotion, industrial designer....

- **DGR 956/2017 – Additional financial allocation for *Work Experience* (DGR 1358/2015)**

The general objective of this initiative was to guarantee to citizens over 30 (YouInHerit target are the youngsters until 35) a job, the possibility to study, apprenticeship or internship or other measures of qualification.

The call for projects financed project proposals for training courses, traineeships and job supporting.

The available financial resources amounted to € 2.143.293,50. The project proposals will have 2-years lifecycle, starting in the 2017 and ending in 2018.

Among the many financed work experiences, it is important to highlight:

- a. **THE FUNDRAISING SPECIALIST:** the project aims to train a professional figure able to plan, manage and implement fundraising strategies through the transfer of skills from communication, marketing, organizational management, to the most innovative fundraising techniques;

- b. WEB DESIGNER: the project aims to train a professional worker able to design web sites and to manage marketing strategies;
- c. E-COMMERCE OPERATOR: the project aims to train workers able to manage and develop a e-commerce platform.

All these opportunities could be complementary and helpful to support traditional craft.

- **Regional proposal for National Tour Guides training**

At the moment, two Departments of the Veneto Region, the Training Dept. and the Tourism Dept., are collaborating in an initiative, still in study phase, for financing training courses for National Tour Guides. The proposal gives space to the promotion of quality tourism by proposing new alternative touristic offers contrasting the mass tourism and reducing the relative pressure, too. In this perspective, the tangible and intangible traditional heritage, including both traditional shipyard for the construction of wooden boats and the fluvial-lagoon navigation sector, with its monumental heritage related to traditional navigation (docks, small ports, defensive systems, recovery places, bridges, warehouses, etc), have opportunities to be adequately valorised and promoted.

- **Regional Revolving Fund**

The Department of Economic Activity of Veneto Region makes funding opportunities available in the frame of female entrepreneurship and youth entrepreneurship.

Concerning female entrepreneurship SMEs with a prevalent female participation can benefit from this kind of facilitations if they want to proceed with investments.

The Regional Call is always open, as it is a regional revolving fund.

In addition, the companies mainly managed by young people, made up of youngsters aged between 18 and 35, classified as SMEs and belonging to the sectors reported in the fund regulations, could benefit from regional financial facilitations.

Tourism Department of Veneto Region will provide information to stakeholders about the abovementioned aids, through scheduled newsletters to a targeted group e-mails.

UPDATE:

They have been reported to the project stakeholders:

3 calls for proposals for prizes:

- Award for work, economic progress and innovation (promoted by the Chamber of Commerce of Venice-Rovigo-Delta Lagunare);
- Destination of Sustainable Cultural Tourism (promoted by ECTN);
- Stories of circular economy (promoted by the Documentation Centre on Environmental Conflicts - CDCA);

2 calls for proposals for training activities:

- V_Heritage (promoted by Fondazione Università Cà Foscari);
- Webinar on Lending Crowdfunding (promoted by Teamreti Italia in collaboration with AssoretiPMI);

1 possibility of private financing at international level:

- International Private Committees for the Safeguarding of Venice.

On the basis of the call "#SognaStudiaCrea" the course Craft Tourism Designer, in collaboration with CISET, has also been carried out , lasting 12 months.

The course represents the Pilot Action of Veneto Region - Tourism Department (Module B).

2nd ACTION

Participation in the Orienteering Events: **JOB&ORIENTA**

In the Veneto Region, several events are organised during the year with the aim to meet the labour demand and the supply demand, so respectively youngsters and companies. Many orienteering programmes are held, minors and more important, for graduates or for bachelor graduates and even higher educational levels. Among all these events, we decided to focus on those events whose target are the students up to High schools. In this perspective, the job orienting events dedicated to university students have been omitted in the list below. In particular, among the Veneto Region events, YouInHerit project will be present at **JOB&ORIENTA – edition of 2018** with some stakeholders.

JOB&ORIENTA is the most renowned job exhibition at national level about orientation, school, training and job. It takes place annually in Verona in the month of November. The target are the youngsters in the age range of 16-35. Thanks to the event, the participants such as companies/educational centers/schools etc. can promote their brands, recruit people and networking.

Some numbers about the fair could be helpful: last edition of Job&Orienta showed an increase of turnout compared to the previous year, in fact 75,000 visitors have visited it in the three days of the event, which includes young people, school managers and public administrations, teachers, educators, families, operators in the sector. More than 500 exhibitors, 200 cultural events with round tables, workshops, seminars and conferences, almost 350 speakers.

These figures demonstrate how the event has been seen as an event of reference for those who have not yet identified their own school path or they approach to labour market for the first time or, furthermore, they are looking for professional training.



The event usually offers a rich and useful cultural program. For the young people who are approaching new school choices and their families, the fair offers effective tools and initiatives, also promoting innovative ways, as digital labs and the use of augmented reality. In the exhibition areas there will also be seminars on business themes and of the new professions. In past editions, among the events most appreciated are those of the Veneto Region, Ministry of the Work and Social Policies, Inail, Unioncamere and Eni.



The fair is normally divided into two thematic areas, one dedicated to education and the other to university, training and work; it is developed according to six exhibition routes to facilitate the visitors. Among other initiatives there is also "JobInternational" which presents Italian and foreign

companies which promote international mobility for study, training and work and that it includes cultural events concerning the networking between Italy and the rest of the world.

Veneto Region, for the abovementioned reasons, strongly believes in the efficacy of this event and it will be present in 2018 EDITION as exhibitor. It could be a useful moment for YouInHerit's local operators (Nautical institutes, shipyards, rowing schools ect.) to get in touch with students and potential stakeholders. Veneto Region Tourism Department will assure its presence as follows:

- have a desk where to meet youngsters and present them the YouInHerit project;
- organize an event where some artisans will talk to the youngsters about their job and some videos showing their works in their working places, in order to enhance the awareness and the interest from youngsters;
- an area inside the regional stand will be reserved for the stakeholders and it will be shared among the stakeholders who will join the event (videos and other promotional material will be showed).

Furthermore YouInHerit outputs will be presented during seminars organized by Veneto Region all along the Job&Orienta days, which could be helpful for youngster engagement and to increase the involvement of them in the traditional nautical sector and in related tourism activities.

Among the outputs it will be possible to show videos and interviews shot during the project implementation.

Other events have been identified. The participation and involvement at these following events will be lower and it will be focused on the dissemination of events and activities information and opportunities to stakeholders, promoting their participation:

- FuoridiBanco*: this event is focused on students of the high schools and their families with the aim to present them the educational offer of the territory. It is held in the Technological Park "Vega" in Venezia Porto Marghera. Veneto Region will inform annually YouInHerit's stakeholders about this event, giving details about how to participate or visit;
- Exposcuola*: this event is focused on high schools graduated students with the aim of presenting the educational offer and the labour market. Veneto Region will provide

information to stakeholders about this important event which increase awareness on students' and labour markets' needs, creating a network between them.

- c. *Opportunity day*: it consists in a series of events scheduled each month till October 2018. The events promoted by the Veneto Region have the aim to inform youngsters about the opportunities financed by the Veneto Region. The target of such events are the NEET and in general youngsters under 35.

UPDATE:

Veneto Region – Tourism Department, in collaboration with the project partner Centro Internazionale Civiltà dell'Acqua and Ciset, has created a Contest aimed at High Schools on Tourism in the Veneto Region entitled "Traditional Boating in Veneto - Crafts and Waterways".

The competition, structured on the themes of YouInHerit, was aimed at the realization by each participating class of a multimedia storytelling related to traditional boating seen as (to be chosen):

- Professional opportunity
- A tool for the enhancement of the territory
- Sport and leisure time

The 27 classes of the 10 Institutes interested in the initiative were met at their premises, where both the project and the competition were explained: among these, 17 classes of 9 Institutes actually took part in the Contest, sending their works, which were awarded at JOB&ORIENTA 2018 edition on 30 November.

The ceremony, which took place at the stand of Veneto Region and in which some project stakeholders took part as speakers, saw the awarding of 6 classes with tourist experiences (tours, visits, river navigation) sponsored free of charge by stakeholders and enjoyed by the classes in the spring of 2019.

During the ceremony, the award-winning videos were screened.

Two further seminar events, organized with the support of Ciset and Centro Internazionale Civiltà dell'Acqua, were extended as a prize to all participating

classes and enjoyed in April 2019 (one in Treviso and one in Padua, in order to facilitate schools from a logistical point of view).

3rd ACTION

Taking advantages of web platforms opportunities

Veneto Region will promote the opportunities offered by web platforms, providing information to stakeholders and supporting the participation in case of a positive feedback. Admission fees, if required, will be paid by each interested operator.

- **EMPOWERMENT OF THE “CLICLAVOROVENETO.IT” WEB PLATFORM**

The purpose of the present action is to facilitate the match between the labour demand and supply regarding traditional crafts.

“ClicLavoroVeneto.it” is an already existing web platform managed by Veneto Lavoro, the in-house body of the Veneto Region, which collects data and information regarding job opportunities. In particular, it gathers information about the most requested professions, opportunities of apprenticeship, training courses, mobility opportunities, job offers, university training offers and others.

At the moment, the number of jobs offered in the web platform, referring only to the traditional craft sector, is very low, as well as the number of candidates looking for a job in this sector.

Veneto Region will explain during the next RSG meetings the functioning of the web platform and it will support stakeholders in the use of it in order to strengthen their presence and insert their job offers and find suitable candidates to involve.

- **PROMOTION OF *MESTIEREARTIGIANO* WEB PLATFORM (“CRAFTJOB” WEB PLATFORM)**

“Mestiereartigiano.it” is a web platform already implemented which aims at valorising the tangible and intangible traditional heritage and pass it down to new generations. In fact, youngsters will have the possibility to meet personally the boat craftsmen, to visit their workplaces and learn about processes of hand-made products/objects. The target involved are classes from primary school to high schools.

Even though this potential initiative does not focus entirely on the traditional crafts related to boats and fluvial-lagoon navigation, the sector offers good opportunities to be valorised and promoted.

The web platform is already operative and several classes have experienced it. However, the initiative is negatively affected by a scarce promotion.

- **PROMOTION OF *ITALIAN STORIES* WEB PLATFORM**

“*Italian Stories*” is a web platform already implemented which aims at valorising the tangible and intangible traditional heritage through the emerging “experiential tourism”. In fact, the platform gathers several craftsmen masters around Italy which express their will and availability to show to people their works, their labs and their secrets. In other words, *Italian Stories* is a tool to put in contact people and masters. The target involved includes every tourist and also masters who desire to improve their technique.

Even though this initiative does not focus entirely on the traditional crafts related to boats and the fluvial-lagoon navigation, the sector offers good opportunities to be valorised and promoted.

The web platform is already operative but the number of craftsmen masters involved is scarce. Veneto Region Tourism Department will start contributing to the promotion activity, in order to increase the masters participation.

UPDATE:

They have been reported to stakeholders:

- 1 free workshop on ClickLavoroVeneto, promoted by Veneto Lavoro;
- 5 web platforms: Italian Stories, Airbnb experiences, Get your guide,

Musement, Withlocals;

The Italian Stories platform was also contacted to verify the possibility of a preferential fee for the project stakeholders, as well as the Venetian craftsmen currently registered, who confirmed that they had taken little advantage of this opportunity.

Given the rather high registration costs, not supported by the evidence of significant results in the Venetian area, it was not considered appropriate to proceed with the further implementation of this action.

4th ACTION

Promotion of Local Initiatives related to traditional nautical sector

Several initiatives are organized in Veneto Region by cultural or trade associations, which are effective to valorize traditional craft in nautical sector and to raise awareness about traditional boats and nautical traditional activities both for citizens and tourists.

It is worthwhile to provide local operators and stakeholders with these information, so the Department of Veneto Region will inform them through scheduled emails and/or via website about the activities which could include. By way of example, some activities are given below:

- **Atena project workshops:** the project "ATENA, recovery and innovation of arts and crafts in Venice" financed by DGR 648/2017, involves some of the most representative ancient crafts of Venetian art, chosen for their historical and economic value. The motivation behind the project is to be able to pass on and enhance these professions in an innovative way through the contribution of new workmen, adequately trained, and through the construction of a network between different operators interested in creating common value and greater sustainability at the local level. In the frame of this funded project the Association El Felze and ECIPA organize a list of seminars at specific conditions that make possible and profitable traditional craft activities.
- **"Passeggiate del Patrimonio":** Faro Venezia Association organizes guided walks, and the main objective is the promotion of awareness among citizens of their interaction with the cultural heritage in which they live and work, and in particular, of the benefit that comes from living in this "heritage", both for its historical significance, as for current activities. In particular, the patrimonial walks can lead to various consequences: discovering or rediscovering the preciousness that the area in which we live offers or discover new aspects of places that were believed to be known in their entirety. Next initiatives can be linked also to the Digital Itineraries created by the Pilot action aimed at visiting traditional shipyards and rowing associations and the monumental heritage related to traditional navigation.

- **Support to specific actions of marketing and communication** to promote the already existing offers of local operators of sustainable eco-tourism practices in the fluvio-lagoon context, with the use of wooden boats, and to itineraries aimed to explore the “minor heritage” of nautical navigation and enhance the preservation and valorization of traditional water-scapes (with production of leaflets and maps to be distributed at tourist info points and hotels; organization of specific events; visibility to new digital eco-tourism itineraries in official web sites, etc).
- Educational activities on nautical fluvial tradition, shipyards and related material culture are regularly performed both at the River Navigation Museum of Battaglia Terme and in traditional boats travelling on the Canale Battaglia. Every year the Museum carries out a number of educational activities for local schools aimed at sensitizing the young generations towards this unique heritage. Approx. 800 young students (8-18 year old) every year take part to this educational programme which includes both the museum visit and a trip in a traditional wooden boat. **The promotion of this educational toolkit related to traditional boat making and navigation** will be supported by the Veneto Region.

UPDATE:

Festivals, rowing competitions, educational restorations, events related to Venetian rowing: after contacting the interested parties, more than 50 ad-hoc posts have been created for the Facebook page of the project, thus enhancing the initiatives on the nautical theme offered by the territory. Particular emphasis was given to the "Interviews of YouInHerit ", a series of 13 video interviews aimed at stakeholders, local craftsmen and young trainees in the traditional nautical sector, then translated into English and disseminated through the project's social media.

5th ACTION

Co-promotion of outputs with other European Projects

Tourism Department of Veneto Region is a proud partner of Christa project in the frame of Interreg Europe Programme. The main aim is the protection of the natural and cultural heritage of the Regions involved, in a responsible and sustainable way.

The focus is on the recovery and enhancement of the so-called intangible heritage linked to traditional work and knowledge, local crafts, typical products, customs and traditions. In this respect, Christa and YouInHerit projects try to achieve similar outputs, therefore the co-promotion of purposes could be effective and should be enhanced.

In detail, seminars and workshops about the abovementioned themes were and will be organized.

A first set of 10 capacity building meetings was held in Venice by Tourism Department and it involved for free most of the YouInHerit's stakeholders.

Each meeting was organized in two parts: a theoretical part and a participatory moment for the decision making process. The final 3 main outputs of this first programme were:

- Governance set – up: establish a representative network among stakeholders;
- Enforce a dialogue between Venice Municipality and the main local destination tourism organizations;
- Identification of integrated tourism products.

The three main focuses abovementioned represent an important achievement both for Christa and YouInHerit project, since:

- the promotion of the setting up of a strong network for the coordination of alternative and sustainable ways to discover the Lagoon and the hinterland is a common purpose and could help to better valorize traditional crafts and activities;
- the promotion of a dialogue between Venice Municipality and the local DMOs could lead to the inclusion of new assets in the destination management plan of the areas and enhance the importance of alternative cultural products, such as traditional crafts and events. The first meeting between Venice and the DMOs took place on 8th February 2018 and next future meetings are encouraged by Tourism Department;
- the promotion of alternative integrated tourism products could include: the valorization of “active holidays”, such as itineraries bike + boat (even traditional ones, too) or experiences of venetian rowing, the enhancement of tourism&nature and fostering the designing of an integrated tourist card, with the inclusion of old craft lessons, for examples.

YouInHerit together with Christa project will promote a strong emphasis on traditional crafts, fostering virtuos cycles between tourism and labour market. The promotion of alternative experiences related to nautical field and old crafts will be offer through the operational actions written above.

UPDATE:

In addition to the extensive Capacity Building process set up within the Interreg Europe Christa project, consisting of ten meetings in which more than 5 YouInHerit’s key stakeholders took an active part, thus successfully

implementing a strategy of continuous synergy between projects, YouInHerit stakeholders were also invited to attend the Christa Action Plan presentation event, held on 25 June 2018 on the Certosa Island in Venice.

Subsequently, a questionnaire was drawn up to evaluate the project and its development (Customer Satisfaction Survey), which was sent to the stakeholders of both projects on 2 July 2018. The information received was then collected, processed and archived.

6th ACTION

Strategies for the future – Report: How to capitalize on the results of the Action Plan

INDEX

- **REPORT'S OBJECTIVE**
- **REPORT'S DESCRIPTION**
- **WORKPLAN AND METHODOLOGY**
- **OBJECTIVES OF THE CENTRAL EUROPE PROJECT AND FUTURE SCENARIOS AS INDICATED IN THE ACTION PLAN**
- **STAKEHOLDER GROUPS INVOLVED IN THE DRAWING UP OF THE PRESENT DOCUMENT – GUIDELINES FOR THE ACTION**
- **SECTION A OF THE REPORT- WHAT'S IN STORE FOR THE FUTURE? ACTIONS IN PROGRESS OF IMPLEMENTATION - SOME EXAMPLES OF "VALORISATION" OF THE OUTPUTS OF THE INTERREG YOUINHERIT PROJECT**
- **SECTION B OF THE REPORT - HOW TO PROCEED? FUTURE TIPS - THE RESULTS OF INTERVIEWS AND FOCUS GROUPS WITH STAKEHOLDERS AND DECISION MAKERS**

REPORT'S OBJECTIVE

The objective of this REPORT is the deepening of some indications (strategies, indications, actions) already present in the Action Plan drawn up by the Veneto Region in order to specify some strategies/actions that can be implemented by different categories of stakeholders in the short to medium and long term.

REPORT'S DESCRIPTION

The aim is to provide decision makers and stakeholders in the traditional boating and related trades with an easy-to-read report containing guidelines leading to:

- capitalize on the results achieved by the Interreg YouInHerit project in a process of increasing involvement of young people in the enhancement of the heritage of traditional boats and trades related to the issues of the water micro-economy;
- to develop, on the basis of the results achieved, future activities capable of bridging the critical/gap that have emerged in the sector, especially with regard to the theme of business transfer, issues relating to infrastructure provision (the landing stage system, the presence of navigable stretches, the maintenance of watercourses and embankments, etc.), the issue of system governance and the possibility for some subjects to operate in the world of tourism enhancement;
- support and strengthen all the activities that in the coming years will encourage the creation of links between young and old in the enhancement of the heritage.

WORKPLAN AND METHODOLOGY

From a methodological point of view, this report derives from the following activities carried out by Ciset in the period March-May 2019:

- a) identification of the decision makers to be involved in the drafting of the report, subdivided by type and with particular reference to the role they play in the system as well as their ability to influence actions, ways of ensuring active involvement, conditions for ensuring the success of the intervention/action;

b) identification and indication of future opportunities that will make it possible to implement some of the actions already mentioned in the Action Plan (e.g. future funding for the design of training courses to be built ad hoc, orientation meetings with schools for the definition of specific profiles and skills, tools already present in the areas to be involved, promotional events for destinations where the theme of enhancement of water-related heritage is central, etc.)

c) organization of a panel of privileged witnesses, telephone interviews and sending of questions via email (project stakeholders from the business world and trade, cultural and recreational associations as well as from the public sector and training) that were consulted with the aim of:

- find operational methods to implement the actions described
- validate by comparison the guidelines as the final result of the report to be attached to the Action Plan.

INTERREG PROJECT OBJECTIVES AND FUTURE SCENARIOS AS INDICATED IN THE ACTION PLAN

The Report is developed on the basis of the project objectives as described in the Action Plan, namely:

a) **PROMOTE THE HERITAGE OF NAUTICAL TRADITION (ITINERARIES, TYPICAL BOATS, CONNECTED ARTISANAL CRAFTS BOTH IN THE LAGOON AREA AND ALONG THE INLAND RIVER CHANNELS**

In the Report that follows, this project objective is translated into the strategies/actions that must be implemented to make more accessible, both from a physical and a digital point of view, the attractors/places/travels/trades/points of historical-environmental interest related to the theme of traditional boating both in the lagoon area and along the Venetian river channels.

The questions posed to the various stakeholders can be summarized as follows: From your point of view, what should be done from both the institutions and the world of companies and trade associations, etc. to make effective the promotion of the heritage of traditional boating in Veneto?

b) TO PROMOTE THE INVOLVEMENT OF YOUNG PEOPLE IN ARTS AND CRAFTS CONNECTED TO THE NAUTICAL HERITAGE OF VENICE AND ALSO IN THE DEVELOPMENT OF ECOTURIST ACTIVITIES.

In the Report that follows, this project objective is translated into the strategies/actions that must be implemented in order to encourage the employment of young people in craft companies related to this heritage, but also in institutions, bodies and companies engaged in the protection and enhancement of this heritage, including tourism.

The questions posed to the various stakeholders can be summarized as follows:

From your point of view, what should be done on both the institutional side (Veneto Region departments for Training / Tourism / Productive Activities, the World of Education and Training, Trade Associations, etc.) and on the business side to make effective the involvement of young people in the activities (craft and tourism promotion) related to traditional boating and the trades and contexts related to this theme?

STAKEHOLDER GROUPS INVOLVED IN THE DRAWING UP OF THE PRESENT DOCUMENT – GUIDELINES FOR THE ACTION

For the preparation of this Report, in the period between March and May 2019, different types of subjects operating in the following areas were involved. The following information comes from focus groups, telephone interviews, email contacts during the period March-May 2019, but also from comparisons and indications collected

during all activities developed by Ciset in the framework of the Interreg YouInHerit project and other activities:

- Training to operators in the tourism and craft sector carried out in the period 2018 and 2019 in different areas of Veneto
- Seminars and lessons held at Technical and Professional Institutes in Veneto
- Comparisons and debates organized by the “control rooms” of DMOs interested in the development of projects on river themes (eg DMO Terme e Colli, DMO Riviera del Brenta e Terra dei Tiepolo, etc.)

The subjects and positions taken into account are listed below:

a) STAKEHOLDERS - INSTITUTIONS AND TRADE ASSOCIATIONS

- Regione del Veneto- Education and Training Department
- Regione del Veneto- Tourism Department
- DMO Riviera del Brenta
- DMO Terme e Colli
- Municipality of Mira-Department of Productive Activities
- Union of Municipalities of the Riviera del Brenta
- Website Caorle.it
- Assoturismo del Veneto
- Unioncamere del Veneto
- Related cultural attractors: Museum Pole of the Veneto Region, in particular the Archaeological Museum of the Sea of Caorle, the Archaeological Museum of Quarto d’Altino
- Museum of River Navigation of Battaglia Terme
- Museum of the Southern Lagoon of Chioggia

b) STAKEHOLDERS – TRADE ASSOCIATIONS AND SUBJECTS FROM THE BUSINESS WORLD

- Confartigianato
- Confesercenti-Cescot
- Confturismo-Confcommercio and several local Ascom offices
- Fiavet Veneto Servizi

- 4 enterprises in the nautical tourism sector
- 2 enterprises in the traditional boating sector
- 2 shipyards
- 1 fishing cooperative
- 5 enterprises of the incoming tour operator sector and incoming travel agencies
- 2 bike rental companies
- 3 villas next to river channels
- 5 tourist guides already working in the sector
- 1 association of sustainable tourism operators in the lagoon
- 1 association of nature guides in the lagoon area and river contexts
- 2 associations for the promotion of typical boats
- 2 Tourist Information Offices
- 1 artist (organization of performances from Vicenza to the lagoon with electric boats)
- 1 company that sells electric boats
- 1 electric boats rental company-start up
- 1 tourist bus rental company
- 5 subjects linked to tourist accommodation
- 5 subjects linked to catering-public operators

c) STAKEHOLDERS – EDUCATION WORLD

- Foundation ITS-Contact person for design of training activities
- Teachers ITT VALLE - Padova
- Teachers – Monselice (PD)
- Teachers Institute Alberti - San Donà di Piave (VE)
- 4 Teachers and researchers of different areas (Geography, Territorial Marketing, Economy of Tourist Enterprises) University Ca' Foscari - Venice
- 2 trainers, animators in the territory

d) THE WORLD OF YOUNGSTERS

- 10 participants of the "Craft Tourism Designer" training course (interviews and evaluation forms, activities carried out also for internships in companies in the sector)
- 12 participants of the "Tourism Network Specialist. Promotion of Venetian villas and tourism supply chain" (interviews and evaluation forms. activities carried out also as internship in companies in the sector)

- About 20 students of the Master in Economics and Management of Tourism - Ca' Foscari University of Venice (interviews on the potential of the sector)
- Students of the Institutes involved in the YouInHerit 2018 project competition (various statements during school meetings, dedicated seminars, Job&Orienta events)

SECTION A OF THE REPORT- WHAT'S IN STORE FOR THE FUTURE? ACTIONS IN PROGRESS OF IMPLEMENTATION - SOME EXAMPLES OF HOW TO VALORIZE THE OUTPUTS OF THE INTERREG YOUINHERIT PROJECT THROUGH COLLABORATION BETWEEN SEVERAL SUBJECTS

The following is a description of a series of actions already underway that highlight the concretization of indications presented in the Action Plan.

With reference to Action no. 1 - MONITORING AND SENSITIVING OF FINANCIAL OPPORTUNITIES BENEFICIAL POTENTIALS WHICH MAY ACHIEVE THE INDICATED OBJECTIVES, the following is specified:

- Enhancement of project outputs through the Dgr 301/2019 Training and Education Department "Innovative School".

The Training and Education Department has released Dgr 301 entitled "Innovative School" which aims to develop technical and soft skills through ESF funds through training actions aimed at groups of students from high schools, technical colleges and vocational schools of the Veneto region, encouraged to "simulate" the start-up of new businesses for the enhancement of Veneto's territorial excellence.

CISSET, which has supported the Veneto Region-Tourism Department in the implementation of YouInHerit's Pilot Action Module B entitled "Craft Tourism Designer", has involved, starting from April 2019, some Institutes of the region with a tourist focus (e.g. Alberti Institute of San Donà di Piave) to participate in the above mentioned project, of which Fiavet Veneto Servizi is the lead partner. The institutes informed of the

opportunity offered by Dgr 301/2019 were selected by Ciset among those who had participated in the Ideas Competition and in the event organized at the end of November 2018 at the Job&Orienta Fair in Verona.

FIAVET, which organizes training services for companies in the tourism sector in collaboration with Ciset, will therefore carry out a project entitled "Tourism StartUpper Academy" as part of Dgr. 301/2019 which will lead small groups of students - involved together with teachers and external collaborators (teacher coach, business plan, dream coach) - in the release of business plans for the simulation of the start-up of tourism businesses operating in the area of Veneto, where to develop tourism products focused on the excellence of the territory.

For example, the Alberti Institute of San Donà di Piave will work on the theme of the cultural attractor "Via Annia", an ancient Roman consular road that crossed the eastern Veneto area between sea and land that can be enhanced through the fruition of the Venetian coast and areas of the lagoon with traditional Venetian boats. Also other Institutes of the Venice area are involved (for example, the Gritti Institute of Mestre has joined and will be a partner in the project). The project will conclude with a Business Idea competition and will see in the course of 2020 groups of students from different schools of Veneto confront each other about the business models developed for start-ups on the themes of excellence, including the excellence of traditional Venetian boating that will represent a "trait d'union".

YouInHerit's stakeholders have also been included in the project, such as the start-up "Viaggiare Curiosi", a tour operator created within the Pilot Action Craft Tourism Designer, which organizes tourist experiences for bicycles + boats, and "Rudy Toninato srl", which with this new company has obtained ROP-ERDF funding for the purchase of its new electric motor boat Sant'Agostino 1227, to sail the Riviera Euganea in the province of Padua and the Riviera del Brenta in Venice in an eco-sustainable way.

The Technical Institute Valle di Padova, which participated in the Contest for the enhancement of the heritage related to traditional boating within the YouInHerit project, will present its own project as lead organization in response to the same Dgr 301/2019 entitled "New film and audiovisual technologies with cooperative learning". The project will focus on the creation of routes on the river cycle paths of Padua and derives from the project Interreg YouInHerit, pushing the training on the audiovisual skills thus making the students work on the themes of river routes in the area of Padua and the enhancement of the heritage of traditional boating.

With reference to Action no. 5 - CO-PROMOTION OF OUTPUTS WITH OTHER EUROPEAN PROJECTS, the following should be noted:

- Synergy with Interreg ATLAS promoted in Veneto by Unioncamere del Veneto

In Battaglia Terme, home of the Museum of River Navigation, thanks to some important project stakeholders (for example the Venetian Traditional Boats Association), some activities have been realized within the Interreg YouInHerit project (for example the organization of two internships for the students of the Craft Tourism Designer course in the spring 2018 and summer 2018 and the organization of the visit of Battaglia Terme, an ancient river port and now seat of the Museum, for one of the classes awarded in the Contest on the nautical heritage).

The area is now subject of tourism development activities carried out by the local DMO (Management Body of the Tourist Destination of Spas and Hills) for the launch of the river tourism product focused both on the river tourism product "Rowing boats" and on the river tourism product "Motor boats".

On May 13, 2019, through the program INTERREG ITALY - CROATIA CBC 2014-2020 ATLAS Project "Adriatic Cultural Tourism Laboratories" that aims to enhance the cultural and natural heritage of the Adriatic area as well as to develop an economy based on

culture through digital tourism, was organized in Battaglia Terme an educational tour aimed at bloggers, video makers, digital communication experts and incoming travel agencies.

All these subjects have tried the experience of sailing with the electric motor boat of the stakeholder Delta Tour (already present among the stakeholders of the project Interreg YouInHerit also as a home for internships and sponsor of the navigation along the Riviera del Brenta awarded to one of the winning classes involved in the Contest). They also visited the Diffused Museum of Battaglia Terme, which includes the passage of the navigation lock by boat, the walk around the ancient river village and the visit to the Museum of River Navigation. The presence of these experiences, now tested in the programming of the DMO, is the first step for the promotion and marketing of this heritage from a touristic point of view.

SECTION B OF THE REPORT - HOW TO PROCEED? TIPS FOR THE FUTURE. THE RESULTS OF INTERVIEWS AND FOCUS GROUPS WITH STAKEHOLDERS AND DECISION MAKERS

With reference to all the actions specified in the Action Plan (from no. 1 to no. 5), the results of the interviews and focus groups with the various stakeholders and decision makers carried out for the preparation of this Report help to integrate, clarify and update what is already indicated in the Action Plan, expanding the time perspective beyond the end of the Interreg Project. Below we describe the considerations that emerged from the focus groups, the interviews, the meetings, the answers given in different ways by all the stakeholders mentioned above. The aim of the schematization is to make it easy to identify strategies/actions according to the type of actuator.

TYPES OF ACTIONS SUGGESTED BY THE DIFFERENT STAKEHOLDERS DIVIDED BY TYPE OF ACTUATOR, TIMING FOR FEASIBILITY, TARGET GROUP TO WHICH THE ACTION IS ADDRESSED, NOTES AND CONDITIONS TO BE CONSIDERED FOR FEASIBILITY

INSTITUTIONS FROM REGIONAL LEVEL TO DMOs TO MUNICIPALITIES

| TYPE OF ACTOR | TIMING | TYPE OF ACTION | TARGET GROUP | NOTES AND CONDITIONS FOR FEASIBILITY |
|--|--------------------------|--|-------------------------------|--|
| <p>VENETO REGION-TOURISM DEPT. + DMOs OF THE AREAS INTERESTED BY THIS TOURISM THEMATICISM</p> | <p>SHORT/MEDIUM TERM</p> | <p>Creation of a brand that deals with the promotion-commercialization of river and lagoon tourism conceived at regional product level on local, national and foreign markets.</p> <p>The brand should represent all stakeholders in the sector.</p> <p>This is followed by the identification of resources for the transmission of the products promoted by the brand through a single specialized subject (tour operator or subject that deals with distribution) that has the role of coordinating the entire offer and its</p> | <p>Residents Tourists</p> | <ul style="list-style-type: none"> - Synergy between the Region and the DMOs that operate in the lagoon context and where there are navigable river poles (eg DMO Caorle, DMOJesolo, DMO Cavallino, DMO San Michele al Tagliamento, DMO Chioggia-Sottomarina, DMO Venice and the Lagoon, DMO Riviera del Brenta and Terra dei Tiepolo, DMOTerme and Hills) - - Synergy between all the operators of traditional boating (with traditional Venetian boats and motor boats) - - Overcoming the fragmentation of proposals and ways of promoting the different activities that take place in individual municipalities (proliferation of flyers, portals, posts on social media) - - Identification of funds also through community resources to organize educational activities to make the regional product known |

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| | | <p>promotion with a unitary image.</p> <p>Organization of educational events lasting several days to introduce the different areas to foreign tour operators and local agencies that can act as correspondents.</p> | | |
| VENETO REGION-TOURISM DEPT. | SHORT/MEDIUM TERM | <p>Provide an Observatory on River Tourism in Veneto that allows to collect data on both tourism supply and tourism demand by providing annual surveys to monitor the sector and the production of an easy Report useful to direct funds, strategies and actions by the whole system involved</p> | Study Centers | <ul style="list-style-type: none"> - Creation of a database that includes all the subjects in Veneto involved in this sector in order to be able, through a precise survey work, to involve them periodically in the definition of improvement activities, evaluation of the trend, forecasts, estimates. |
| STUDY CENTERS | MEDIUM TERM | <p>Organize public events to disseminate the results obtained through the work of the Observatory</p> | <p>Institutions Trade Associations Enterprises and associations of the sector</p> | <ul style="list-style-type: none"> - Encourage the dissemination of information to guide future choices and actions - To bring out which are the tourist-ludic-sports activities already in vogue to encourage the implementation of activities in partnership with associations/entities/enterprises of the territory. |
| VENETO REGION-TOURISM DEPT. AND VENETO REGION – EDUCATION DEPT. | SHORT/MEDIUM TERM | <p>Provide training and refresher courses for operators in the tourism sector, starting with guides and tourist guides, so that they can direct the contents of traditional boating in</p> | <p>Trade Associations through training bodies accredited for continuous training Training bodies accredited for continuous training</p> | <ul style="list-style-type: none"> - Dedicate specific training resources (including ESF funds) - Provide also forms of outdoor training and refresher courses for the direct knowledge of operators |

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| | | dedicated visits, tours, events | | |
| VENETO REGION-TOURISM DEPT. AND VENETO REGION – CULTURE DEPT. | SHORT/MEDIUM TERM | Encourage start-ups that intend to develop business in this area also through special facilities in the launching phase of the business | Start up | <ul style="list-style-type: none"> - Make visible financing opportunities dedicated to start-ups in this sector - Facilitate the response to calls for proposals with the support of dedicated desks where even contact persons of already active companies can orient (for example, many companies can be set up in place of cultural or recreational associations which cannot carry out activities for the promotion and marketing of specific services due to the lack of authorizations or insurance coverage) |
| DMOs WITH COMPANIES, CULTURAL AND LEISURE ASSOCIATIONS PRESENT IN THE TERRITORY | SHORT/MEDIUM TERM | Organization of dedicated events (e.g. the annual Remada a Seconda in the Terme e Colli area in Padua or the Vogalonga in Venice and all the many events linked to these themes in various provinces of Veneto) that highlight the history and nautical heritage of the area | Residents Tourists | <ul style="list-style-type: none"> - Efforts to structure events that are attractive to the tourists - Provide continuity on an annual basis and visibility (even through services on reservation) |
| DMOs IN COLLABORATION WITH THE ENTERPRISES OF THE TERRITORY | SHORT/MEDIUM TERM | Creation of an app or reservation systems that allow the tourist/resident to book a service/itinerary/event related to the theme “the places of traditional boating” | Residents Tourists | <ul style="list-style-type: none"> - Effort to make the various services guaranteed, visible, bookable (Destination Management System, destination app) |
| DMOs (MARKETING AREA) | SHORT/MEDIUM TERM | Management of the marketing aspect both online and offline (social profiles always updated on major networks / | B2B promotion (to the press, travel agencies, etc.) B2C promotion (towards the | <ul style="list-style-type: none"> - Ad hoc investments with resources dedicated to the specific tourism theme to be included in the online and offline destination marketing plan - Dedicated investments for the web |

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| | | targeted communication through the specialized Italian-international press) | community of residents and the different target groups of tourists) | marketing and Social Media Marketing component |
| DMOs (DESTINATION MANAGEMENT ORGANISATIONS) | SHORT/MEDIUM TERM | - To make this type of tourism usable in synergy with other types of tourism (Bike / Nordic Walking / Cine-tourism) | Tourists | - Create synergies between companies in the nautical sector and other sectors (bike rental, wine cellars, etc.) |
| DMOs (DESTINATION MANAGEMENT ORGANISATIONS) | SHORT/MEDIUM TERM | - Provide forms of enhancement of this heritage through cine-tourism (use river-marine contexts as a set for industrial videos / clips / films, etc.) or by intercepting groups participating in events scheduled in the area at certain times of the year, including in the program activities related to the theme of boating / boats (for example, in the spa area in May there is the International Football Tournament with the presence of teams from all over the world: why not propose an extra night and make the athletes and their families try these experiences in their free time?) | Tourists and tour operators/Agencies that attract specific target groups in the areas (e.g. sports tourists, business groups, Mice, etc.) Film Commissions and companies connected to the cinema and advertising | - Creating synergies between the Film Commissions and local businesses - Linking the nautical companies to the organizers of events that bring in the area specific target groups |
| LOCAL INSTITUTIONS (MUNICIPALITIES) | SHORT TERM | Organization of cycles of seminars to involve and raise the | Residents | - Partnership between local institutions and universities for the creation of the cycle of conferences and identification of speakers |

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| | | awareness of the community of residents on the heritage of traditional boating and related places and trades | | and topics |
| LOCAL INSTITUTIONS (MUNICIPALITIES) | MEDIUM /LONG TERM | Prioritize investments in the infrastructure (e.g. the operation/maintenance of berthings, also taking into account materials that are not easily degradable, the mobility of berthings, the installation of electricity and running water facilities that can also encourage, for example, the navigation of house boats and electric boats brought directly by tourists). This is valid both in lagoon and river contexts. Then proceed to activities for their enhancement. The landing points must become the gateway to the heritage not only nautical but also artistic, food and wine, handicrafts | Residents Tourists | <ul style="list-style-type: none"> - The involvement of all the bodies in charge of water management and points of landing of the vessels is necessary - Encourage the presence at the landing point of subjects who provide services of reception, information, refreshment, bike rental |
| LOCAL INSTITUTIONS (MUNICIPALITIES) | SHORT/MEDIUM/LONG TERM | Enhance, through dedicated resources, activities and events (tastings, guided tours, workshops) that focus on the places of traditional boating, | Residents Tourists | <ul style="list-style-type: none"> - Synergy with cultural associations, pro loco, institutions and companies in the sector is necessary - Provide the use and opening of the places at weekends, in the evenings, in summer - Provide activities also in the language spoken by the tourists |

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| | | already accessible by boat/foot/bike along the banks, with guided tours (waterways, museums, villas related to the themes) | | |
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EDUCATIONAL INSTITUTES- SCHOOLS AND EDUCATORS

| TYPE OF ACTOR | TIMING | TYPE OF ACTION | TARGET GROUP | NOTES AND CONDITIONS FOR FEASIBILITY |
|---|-------------------|---|---|---|
| SCHOOLS STARTING FROM FIRST LEVEL EDUCATION | SHORT/MEDIUM TERM | Organization of labs in the classroom/ laboratory at school or at company places, calibrated according to order and degree of level education. Labs aim at the construction of traditional boats (models of different sizes and materials, up to real boats in nautical technical and professional institutes and similar | - Classes of different order and grade | - Request of collaboration with associations and companies in the sector and their availability to join school spaces to carry out these activities in collaboration with teachers |
| HIGH SCHOOLS (TECHNICAL, PROFESSIONAL) - SPECIALIZATION TOURISM, NAUTICAL-CRAFTSMANSHIP-COMMUNICATION AND GRAPHICS | SHORT/MEDIUM TERM | Organization by teachers and educators of a focus aimed at reflecting with youngsters about their perception and opinion about the enhancement of nautical heritage. Moreover, planning and support classes in the implementation of projects for the | - High Schools classes in the Veneto Region with specific specializations | - It is necessary to make Principals and Teachers aware of these themes in order to guide their choices and make them able to give priorities to nautical heritage in educational programs and outdoor dedicated activities |

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| | | enhancement of the nautical heritage, integrated with slow tourism practices that leads local communities and tourists aware of this specific heritage and its relation with places, people, local specialties, events | | |
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TRADE ASSOCIATIONS OF DIFFERENT SECTORS

| TYPE OF ACTOR | TIMING | TYPE OF ACTION | TARGET GROUP | NOTES AND CONDITIONS FOR FEASIBILITY |
|--|-------------------|---|--|---|
| TRADE ASSOCIATIONS OF ABOVE ALL CRAFT AND TOURISM SECTOR | SHORT/MEDIUM TERM | Involving craft enterprises in organizing activities to enhance their spaces and activities. For example: - involving a dance school performing with students a performance (water theme) in a squero (typical nautical venetian place) - organizing experiential and interactive activities [hands-on activities] - even playful - that can intrigue young people about the workers, their masteries and skills; | - Enterprises - Artisans | - The aim is to organize training activities / meetings to bring artisans closer to new means of promotion (also IT tools), to encourage them to promote their activities and experiences but above all to encourage the presence of new audiences in their spaces joining their activities |
| TRADE ASSOCIATIONS IN COOPERATION WITH ACCREDITED INSTITUTES ORGANIZING EXECUTIVE | SHORT/MEDIUM TERM | Planning and organizing training courses for Graduates whose objective is to create specific professional profiles (i.e. Craft Tourism Designer) able to professionally promote the traditional nautical system | Priority groups: - Youngsters, Under 35 - Unemployed | - Understanding the needs of companies in terms of specific skills needed to operate in the sector and specific permits (for example licenses to guide specific boats, technical skills for the restoration of boats, language skills or use of web tools for tourism marketing, etc.) |

| TRAININGS | | | | |
|--|------------------|--|---|---|
| TRADE ASSOCIATIONS (TOURISM AND CRAFT SECTORS) | MEDIUM/LONG TERM | Encourage the generational transition seniors-juniors through the organization of dedicated training laboratories and consultancy to encourage the entry into the company of young people with new skills by making the activity attractive. | <ul style="list-style-type: none"> - Craft enterprises in the nautical sector - Owners of traditional boats - Owners of motor boats for tourism purposes Owners of boatyards Boat restorers | - Facilitating the opening of craft businesses to the tourism sector so that youngsters can bring innovation also through digital skills, tourism management and marketing skills, creating links between artisan expertise and tourism promotion |

BUSINESSES IN THE NAUTICAL-CRAFT SECTOR-TOURISM AND LOCAL ASSOCIATIONS

| TYPE OF ACTOR | TIMING | TYPE OF ACTION | TARGET GROUP | NOTES AND CONDITIONS FOR FEASIBILITY |
|---|-------------------|---|---|---|
| BUSINESSES IN THE TRADITIONAL NAUTICAL SECTOR AND SIMILAR | SHORT/MEDIUM TERM | Organization of laboratories for groups of students, i.e. for the construction/restoration of traditional venetian boats | <ul style="list-style-type: none"> - Classes of different order and grade | <ul style="list-style-type: none"> - Considering the feasibility in company's places in terms of safety and space |
| BUSINESSES IN THE TRADITIONAL NAUTICAL SECTOR AND SIMILAR | SHORT/MEDIUM TERM | Organization of laboratories for groups of tourists (experiential tourism), i.e. for the construction/restoration of traditional venetian boats | <ul style="list-style-type: none"> - Groups of tourists of different nationality | <ul style="list-style-type: none"> - Considering in the company the presence of personnel who speaks foreign languages and with tourism skills - Considering the feasibility in company's places in terms of safety and space |
| BUSINESSES IN THE TRADITIONAL NAUTICAL SECTOR AND TOURISM SECTOR | SHORT/MEDIUM TERM | Proposing boat tours (both rowing and motor) that are representative of the nautical experience that can be done in the area. It is sufficient to start with a guaranteed, safe and bookable tour | <ul style="list-style-type: none"> - Local communities - Tourists | <ul style="list-style-type: none"> - The experience must be promoted both from the destination (Destination Management System DMO) and single operators that contribute to realize it |
| BUSINESSES IN CULTURAL SECTOR, IN | SHORT/MEDIUM TERM | Organization of paid activities or in collaboration with public | <ul style="list-style-type: none"> - Local communities - Tourists | <ul style="list-style-type: none"> - Providing adequate prices depending on target group - Guaranteeing safety conditions and sanitary |

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| TOURISM SECTOR AND IN RECREATIONAL SECTOR | | institutions focusing on traditional nautical locations, i.e. rowing or motor boat rides, overnight stays in villas next to waterways, visits to “casoni”, huts, other nautical and fishing sites, etc.) | | regulations that allow activities and proposals to be promoted in the tourist market <ul style="list-style-type: none"> - Planning activities in the periods of the year, days of the week, timetables that are in line with the seasonality of tourism and the recreational activities of the residents |
|--|--|--|--|---|

PILOT ACTION

The Veneto Region identified at first a Pilot Action entitled “YouInHerit for Traditional Boat Navigation and Craft Tourism Design in Venice’s Waterways”. The 1-year lifecycle project is composed by two modules:

- Module A: implemented by Civiltà dell’Acqua (PP8), will focus on specific training actions in High Schools (Tourism sector) in order to co-design with youngsters a number of digital itineraries and videos related to traditional boat construction and navigation heritage.
- Module B: implemented by Veneto Region, Tourism Department (PP10), will focus on specific training actions, especially devoted to young unemployed people under 35, in order to increase their skills and create more job opportunities in the traditional craft, art sector and tourism related to navigation.

The stakeholders involved in the pilot action are the following:

- Module A: High School for Tourism “Algarotti”, Univ. of Venice Ca’ Foscari (Dept. Economy), Delta Tour, Laguna Fla and Stevanato Navigazione (boat operators), Squero San Trovaso and Squero Tramontin (traditional boatyards), Cantieri Toffolo, Consorzio cantieristica Minore and Cantiere nautico Crea (traditional shipyards), Municipality of Venice, Museo Archeologico Nazionale di Altino, il Forcolaio Matto (young craftsmen) and other associations carrying out activities near the Points of Interests included in the digital itineraries: Venice on Board association, Squero Arzanà association, Remiere S. Giobbe association, and Amici della Sampierota association; Canottieri Bucintoro, Cavana Tintoretto, Remiera Pellestrina and Remiera Meolo (rowing societies); other experts and scholars of traditional craftsmanship: Gigi Divari, Ugo Pizzarello, Giovanni Caniato, Emiliano Simon, Germano da Preda, Gloria Rogliani, Saverio Pastor, Boris Borrella, Tagliapietra “Ciaci”, Renzo Pagliarin, Roberta Vianello, Glauco Stefanato.
- Module B: Limosa Soc. Cooperativa, Orto di Venezia, Villa Rocca dei Leoni, Delta Tour navigation, Egolabor, Traditional Venetian Boats TVB, Sensational Italy, Cooperativa La Città del Sole, Villa Patriarca Hotel, Museo Civico della navigazione fluviale, Unione dei Comuni - Città Riviera del Brenta, Promovetro - Vetro artistico di Murano, Umana

spa, Sestante di Venezia Società cooperativa, Maison Bio Studio - Battello Capitan Bragadin, Vento di Venezia – Certosa island, ConfCommercio Imprese Veneto, Fondazione Università Cà Foscari Venezia, Comune di Chioggia, Squero San Trovaso, Laguna FLA, Simone Cenedese Vetro di Murano, San Servolo Servizi Metropolitan, Gruppo Faldis S.a.s..

For a full description of the pilot action please consider the document “Pilot Action Workplan”.

Here a short description:

- Module A: The lack of knowledge and awareness among youth (and not only) about the heritage of traditional boat navigation and trades in the Venice Lagoon points out the serious danger of loss of a unique heritage. Youth involvement in co-designing, creating and testing a number of digital itineraries related to the heritage of Venice’s traditional navigation (including craftsmen working in traditional shipyards and Venetian rowing associations) will offer a double advantage.

On the one hand, a number of students from High Schools will be definitely more aware about the value of such a heritage, by co-creating 5 digital itineraries for tourists and videos on Venetian nautical heritage (traditional wooden boat construction, rowing associations and rediscovery of historical nautical itineraries in the Venice Lagoon).

On the other, more (young) tourists will be attracted to experience an innovative way to visit Venice, its Lagoon and its nautical tradition (including visits to local shipyards, rowing associations and monumental nautical heritage), through the digital itineraries created by youngsters and communicated on Social media through specific videos and video-interviews.

The impact and dissemination of YouInHerit project, thanks to digital itineraries and downloadable free videos from the open-source platform Izi.Travel, will be therefore guaranteed also after the project lifetime.

- Module B: In cooperation with Ciset (International Centre for Studies on Tourism Economics, also regionally accredited as Permanent Education/Professional School) - set up in 1991 as a result of a partnership between Cà Foscari University Venice and Veneto Region - the Tourism Department (PP10) developed a specific “module” for the Pilot action, focused on youth and stakeholders of YouInHerit. As stated in the AF, Tourism

Dept. is interested in how young people can be motivated to acquire knowledge needed to pursue old skills and sustainable boat navigation in terms of employment, improving the quality of work and revenue.

To help this process, Veneto Region Tourism Department has elaborated, in synergies with other EU financial instruments and policies at regional level, that means ESF, a targeted pilot focused on the highlighted needs of our stakeholders.

The module B envisages a new professional figure called “Craft Tourism Designer”, linking tourism and economic sectors of handcrafts, navigation, agriculture, culture and fishing, all sectors that under the regional legislation on tourism (LR 11/2013) are involved in developing new forms of experiential tourism and craft tourism based on the excellence and authenticity, like the traditional masters of the different contexts.

UPDATE:

Both Pilot Action modules have been successfully completed.

Module A:

- 5 Digital itineraries created (Dorsoduro, Altino, Giudecca, Cannaregio, Pellestrina) and uploaded on Izi.Travel.
- 24 students worked on their creation and 25 others tested them.

Module B:

- 10 unemployed girls between 18 and 35 years old followed a 1 year training course consisting of:
 - 250 hours of inter-class lessons, workshops and outdoor training;
 - 32 hours of study visit;
 - 320+320 hours of internships with two different stakeholders operating in the fluvial-lagoon context.
- 1 girl was supported in the launching of a tourist start-up.

Of these 11, currently:

- 1 girl collaborates with the Museum of River Navigation of Battaglia Terme (PD) as a guide and social media manager and with Delta Tour - River Navigation as a guide;

- 1 girl collaborates with the Museum of River Navigation of Battaglia Terme (PD) as a guide and social media manager and with the project partner Centro Internazionale Civiltà dell'Acqua Onlus;
- 1 girl collaborates with a local incoming tour operator and with the Botanical Garden of Padua, included in the Water Museum of Venice circuit;
- 1 girl has been hired by an international tour operator very active in Venice, and occasionally collaborates with the Cooperativa Sestante, specialized in sustainable navigation and educational tours in the lagoon:
- 1 girl has found a job in a Venetian art and craft space indicated to her by the stakeholder who hosted her during her internship, and who was able to grasp her authentic passion for local traditions;
- 1 girl from tourist guide has become a tour operator, starting a small start-up able to promote and enhance the local tourist offer.

TIME LINE

| ACTIONS | | 2018 | | | | | | | | | | | | 2019 | | | | | | | | | | | |
|---------|---|------|-----|-----|------|------|-----|------|-----|-----|-----|-----|------|------|-----|-----|------|------|-----|------|-----|-----|-----|--|--|
| | | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Febr | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | | |
| 1 | Monitoring and providing information about financial opportunities and accompanying beneficiaries filling in the requests | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Participation in the Orienteering Events: JOB&ORIENTA | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Taking advantages of web platforms opportunities | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Promotion of Local Initiatives related to traditional nautical Sector | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Co-promotion of outputs with other European Projects | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Strategies for the future | | | | | | | | | | | | | | | | | | | | | | | | |

BUDGET

| ACTIONS | STAFF COST | EXTERNAL EXPERT / SERVICE | COMMUNICATION MATERIALS |
|--|-----------------------|--|-------------------------------------|
| 1 Monitoring and providing information about financial opportunities and accompanying beneficiaries filling in the requests | Staff Cost PP10 | | |
| 2 Participation in the Orienteering Events: JOB&ORIENTA | Staff cost PP8 + PP10 | Costs requested for YouInHerit budget reallocation | Regional innerprint house (in kind) |
| 3 Taking advantage of web platforms opportunities | Staff cost PP8 + PP10 | | |
| 4 Promotion of local initiatives related to traditional nautical sector | Staff cost PP8 + PP10 | | |
| 5 Co-promotion of outputs with other European Projects | Staff Cost PP10 | | |
| 6 Strategies for the future | | Synergies with ESF | |

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|---------------------|-----------------------|--------------------|--|
| PILOT ACTION | Staff cost PP8 + PP10 | Synergies with ESF | |
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INVOLVED STAKEHOLDERS

The following stakeholders are involved in various ways, depending on the specific actions. In general, they are all involved in the 5 actions. In action number 2 they will be mainly involved "Traditional navigation operators" and "Actors strongly linked to traditional navigation operators".

| Stakeholders YouInHerit | |
|---|---|
| Traditional navigation operators | Delta Tour navigation |
| | Traditional Venetian Boats TVB |
| | Battello Capitan Bragadin |
| | Laguna Fla |
| | Associazione Navigador APS |
| Shipyards | Squero San Trovaso |
| | Cantiere Navale Giudecca |
| | Freccia Azzurra Sas |
| | Gruppo Faldis S.a.s. |
| Rowling association | Rari Nantes Patavium 1905 |
| Other Stakeholders linked to navigation/tourism | |
| Actors strongly link to traditional navigation operators | BI&BI navigation |
| | Slow Venice Network |
| | Sestante di Venezia |
| | Kel12 |
| | Venice Photo Birding |
| | Laguna al Terzo |
| | San Servolo Servizi Metropolitan |
| Nautical resort/port/shipyard | Vento di Venezia Certosa island |
| Fishing tourism | Pescaturismo Burano cooperativa |
| Museums | Museum of river navigation Battaglia T. |
| | Museum of Torcello island |
| Artistic/handicrafts sites in lagoon | Casa Museo Andrich |
| | Simone Cenedese Vetro di Murano |
| Local consortium | Venezia Nativa |
| | Unione dei Comuni Città della Riviera |
| | Associazione Venezia arte |
| | Promovetro Vetro artistico di Murano |
| Accommodation, traditional Food&Wine in lagoon/Brenta riviera | Villa Rocca dei Leoni |
| | Villa Patriarca Hotel |
| | Orto di Venezia, S. Erasmo island |
| | I&S Farm, S. Erasmo island |
| | Egolabor Domus Clugiae |
| | Sensational Italy |

SO7 To boost the schools
of crafts in diversifying
the competences

SO8 To improve the youngster awareness
over the traditional nautical sector and
heritage

Actions:

Action 1. Monitoring and providing
information about financial opportunities
and accompanying beneficiaries filling in
the requests

Action 2. Participation in
the Orienteering Events:

JOB&ORIENTA

Action 3. Taking
advantages of web

platforms opportunities

Action 4. Promotion of local initiatives
related to traditional nautical sector

Action 5. Co-promotion of
outputs with other

European Projects