



Industria del Turismo e cultura

SPOKE 3

R&I Roadmaps

- Aspetti economico-giuridici delle industrie creative
- Digitalizzazione delle imprese turistiche
- Introduzione della cultura della sostenibilità nelle imprese
- Fattori di successo dei musei e più in generale delle industrie creative per lo sviluppo del turismo
- Fruizione dei beni culturali e storico-paesaggistici tramite realtà immersiva
- Valorizzazione del Made in Italy

26 STAKEHOLDERS: la Regione Piemonte, 13 Associazioni industriali, 4 Fondazioni, 3 Associazioni territoriali, 3 Musei e associazioni turistiche, 1 archivio storico, 1 Fashion industry

Università del Salento e stakeholder territoriali

Università del Sannio e stakeholder territoriali

Actions		Key Indicator (Impact Indicator, Outcome Indicator, Output Indicator)	TARGET	Current Value
Ecosystem's engagement and development Booster				
Research and Innovation Roadmap development	Outcome	Number of updated NODE's Research and Innovation Roadmaps	2	0
		Level of participation at Research and Innovation Roadmap's development, according to the principles of representativeness based on different parameters (eg type, size, maturity and geographical location)	10	7
	Output	Number of interdisciplinary working groups	2	0
		Number of collected industrial interest through NODES' entrepreneurial discovery processes	47	44
Engagement of actors, especially companies and civil society	Outcome	Number of stakeholders (including professionals, entrepreneurs, researchers, administrators, citizens, students) reached through engagement actions	2025	250
		Number of member of Spokes' Stakeholder Committees in accordance representativeness based on categories	15	26
		Level of stakeholder's (firms and civic society) awareness on NODES's activities	10	7
	Output	Number of organized events/seminars/workshops/infodays/webinar/etc.	9	14
		Number of B2B and B2R (Meetings businesses to business, businesses and research actors)	105	2
Mapping of competences and needs and Development of technology-driven value chains	Outcome	NODES' Analysis on research and innovation specialization, competence and needs, opportunities and challenge, according to each Spoke's thematic	2	0
		Number of established/boosted Spokes' value chains	1	0
	Output	Number of Ecosystem actors (in particular SMEs), mapped on competence and solutions, research and innovation interest, training and internationalization needs	45	6
Internationalization	Outcome	Number of established and strengthened collaborations and partnerships with EU and International entities (international research center, clusters, EDIH, associations and initiatives) to enhance NODES' actions, behind the period of the project	4	0
		Number of mapped EU initiatives	9	0
	Output	Number of international events organized or participated	0	0
		Number of companies/civic societies that participate in international initiatives organized at the local level	30	0

FLAGSHIP PROJECT CIRIL - Cultural-Industry Regeneration Immersive Lab

- **SFIDE A CUI SI INTENDE FORNIRE UNA RISPOSTA**

Combinare le soluzioni tecnologiche con una visione human centered.

- **OBIETTIVI DEL PROGETTO**

Il progetto mira a sviluppare un'infrastruttura aperta per sistemi di realtà virtuale immersiva per scopi di ricerca, didattici e per servizi di sviluppo imprenditoriale.

- **ASPETTI INNOVATIVI E INTERDISCIPLINARIETA'**

Il progetto si basa su una architettura logica in grado di integrare tecnologie avanzate e competenze umane tramite :

1. nuove tecnologie di visione (dai dispositivi mobili ai nuovi ambienti immersivi - VR, AR, XR)
2. ricostruzioni 3D source-based del patrimonio in specifici periodi storici,
3. fotogrammetria sferica e ambienti di realtà virtuale (singolo/multiutente) attraverso l'uso di motori grafici per applicazioni 3D real time (come ad esempio Unity 3D, Unreal).

- **IMPATTO, BENEFICI:** creative industries, enti culturali, operatori specializzati;

tre luoghi emblematici di produzione ed exhibition: Città Studi Biella, Museo della Seta Como, Rione Triggio

Benevento

FLAGSHIP PROJECT TOEP - Tourism Open-ended Experimentation Platform

- **SFIDE A CUI SI INTENDE FORNIRE UNA RISPOSTA**

Trasformare l'approccio all'offerta turistica grazie al posizionamento generato dalla domanda integrata data-based.

- **OBIETTIVI DEL PROGETTO**

Il progetto mira ad assemblare sinergicamente, in modalità crowdsourcing, proposte di turismo integrato sostenibile, espressive delle eccellenze locali.

- **ASPETTI INNOVATIVI E INTERDISCIPLINARIETA'**

Il progetto sviluppa un'infrastruttura SaaS che erogherà servizi di ricerca, formazione e sviluppo di analisi dati strutturati e non strutturati per flussi turistici, nonché strumenti per il migliore posizionamento dell'offerta turistica sul web attraverso l'integrazione di diverse applicazioni in una piattaforma collaborativa.

- **IMPATTO, BENEFICI:** TTI, industria dell'accoglienza, operatori specializzati, POI pubblici e privati, modulo Detours; tre luoghi emblematici di produzione ed exhibition: Villa San Remigio Verbania, Forte di Bard Aosta, Ex Manifattura tabacchi Lecce.

Actions		Key Indicator (Impact Indicator, Outcome Indicator, Output Indicator)	TARGET	Current Value
Research Booster				
Research activities and Flagship Project	Outcome	Number of Pilot Line / Demonstrators / Prototypes	2	0
		Number of publications	84	1
		Number of registered IPR (patents, utility models, trademarks, industrial designs)	3	0
	Output	Number of flagship project	2	2
		Number of professor and researcher involved	42	56
		Personnel effort dedicated to Research and Innovation and Flagship Project (person/month in three years)	378	
Recruitment of new talent	Outcome	Number of researcher and technicians (research and innovation manager)	13	16
		Personnel effort dedicated to Research and Innovation and Flagship Project (person/month in three years)	312	
	Output	Number of open positions	13	16
		Number of applicants	39	52

Education activities

SPOKE 3 – Industria della cultura e del turismo

- **Industrial PhD:** Dottorati (UniTO) in *Patrimonio Culturale e produzione storico-artistica, audiovisiva e multimediale e Business and Management*
- **LLI formazione alle imprese:** corsi "executive" (Digital transformation, turismo/cultura e moda/tessile, metaverso, soft skills, ESG, comunicazione e multiculturalità, raccolta e manutenzione dati)
- **Student challenges & ECR training:** corsi e laboratori specifici per lo sviluppo delle competenze in ambito imprenditoriale su turismo e cultura per giovani studentesse e studenti.

 Ecosystem's engagement
and development
Booster

 Research
Booster
Universities, Research bodies

 **Competence
Booster**
Universities, Competence centers

 Innovation
Booster
Universities, Incubator, Innovation clusters

 Acceleration
Booster
Universities, Incubator, Accelerators

Actions		Key Indicator (Impact Indicator, Outcome Indicator, Output Indicator)	TARGET	Current Value
Competence Booster				
Lifelong Learning initiatives	Outcome	Number of professionals and managers involved in lifelong learning initiatives, and certified on the knowledge and skills acquired	200	0
		Number of firms involved in LLL initiatives.	23	0
	Output	Number of LLL initiatives in place	8	8
		Number of participants (managers involved in executive education programs and specialists involved in innovation initiatives)	200	0
		Number of training hours delivered	572	0
Industrial PhD	Outcome	Number of PhD students specialists certified on the knowledge and skills acquired	4	-
		Number of tutors specialists involved in innovation initiatives	4	-
		Number of young and newly graduate specialists hired in companies and involved in R&D&I activities	4	-
	Output	Number of industrial tutors involved in the PhD programs	4	4
		Number of firms participating at PhD programs	3	4
		Number of open Phd positions	4	4
Entrepreneurship training for students and early career researchers	Outcome	Number of student team willing to develop their own business on the challenge	3	0
		Number of students and researched that gain a certification on Innovation management and entrepreneurship course	63	0
	Output	Number of training hours	800	0
		Number of student applicants participating at training course (step2start and Innovation management and entrepreneurship course)	105	0
		Number of challenges	4	2
		Number of student applicants to challenge initiatives	60	?

Bandi a cascata e sviluppo imprese

PoC Accademici

per sviluppare idee imprenditoriali dall'Università al mondo produttivo

PoC Industriali

suddivisi su LINEA A (progetti di innovazione) e LINEA B (servizi di innovazione)

Access to finance & market development

per sviluppo imprese e scale-up

Actions		Key Indicator (Impact Indicator, Outcome Indicator, Output Indicator)	TARGET	Current Value
Innovation Booster				
Matchmaking actions	Outcome	Number of technologies that are exploited in entrepreneurial initiatives via PoC, acceleration support services, etc.	3	0
	Output	Number of technologies (patents, software) shared on KS platforms	23	0
		Number of events during which technologies are presented to firms and investors	7	0
		Number of events organized for the promotion and dissemination of technologies and research results (TechShareDay)	2	0
Academic PoCs	Outcome	Number of finished POC	3	0
		Amount of grants	684.602 €	0
		Number of established spinoffs	2	0
		Number of transferred technologies (licensing, assignment, etc.)	3	0
	Output	Number of granted projects	3	0
		Number of cut-off dates for Academic PoCs	2	1
Industrial PoCs	Outcome	Number of collected and evaluated PoC proposals	6	0
		Number of POC granted projects	9	0
		Amount of Grants	1.719.900 €	0
		Amount of industrial investments in PoC Initiatives	3.439.800 €	0
		Number of granted firms (start-ups, SMEs)	17	0
	Total amount of research contracts generated within the PoC	343.980 €	0	
	Output	Number of cut-off dates for Industrial PoCs	2	1
Number of collected and evaluated PoC proposals		11	0	

Actions		Key Indicator	TARGET	Current Value
Acceleration Booster		(Impact Indicator, Outcome Indicator, Output Indicator)		
Access to finance	Outcome	Number of matchmaking between companies and potential investors/large companies	9	0
		Number of entrepreneurial projects for feasibility developed, presented by spin-off and SMEs	3	0
		Number of new start-ups incorporated, focus on NODES' thematic	1	0
		Number of strategic partnerships between NODES and innovation actors (Acceleration, Bank Foundations, Venture Capitalist) signed to support acceleration, scaling-up and access to finance	3	0
	Output	Number of involved SMEs and starts-up in the acceleration activities	30	0
		Number of start-ups and project supported in national and international funding calls	2	0
		Number of organized events to foster the dialogue between firms and large companies/venture capitalists	3	0
Market development	Outcome	Number of generated matchmakings with technological and business partners, as well as investors	24	0
		Number of Acceleration vouchers granted	26	0
		Number of granted SMEs and start-ups	12	0
		Amount of grants	1.052.100 e	0
	Output	Number of listed acceleration services	15	15
		Number of applicants (SMEs and starts-up)	33	0