

INNOVATIVE IDEAS COMPETITION ON TOURISM

“MASH UP ATLAS rewards innovative ideas for cultural tourism”

REGULATION

Article 1 - Definition of the initiative

1. “MASH UP ATLAS rewards innovative ideas for cultural tourism” is a competition between innovative ideas proposed by individuals and / or teams composed by at least two persons and maximum five persons.
2. “MASH UP ATLAS rewards innovative ideas for cultural tourism” is an initiative of Unioncamere del Veneto within the framework of the ATLAS project funded by the Interreg Italy-Croatia Cross-Border Cooperation Programme 2014-2020.

Article 2 - Objectives and inspiring principles

1. The initiative offers to the participants the opportunity to develop important aspects for the realization of their idea, in a dynamic and stimulating environment with experts coming from Ciset International Center for Economic Studies on Tourism – Ca’ Foscari University of Venice, and other tourism and culture professionals.
2. The best two ideas will be awarded with a mentorship support service: 10 hours of consulting services and technical support, carried out on the basis of an agreed time schedule, by a professional specialized in tourism aiming at developing the rewarded idea and to favor the access to opportunities and external contributions.
3. Every person / group must present a sustainable innovative idea applicable to the culture and tourism sector, with particular reference to the development and enhancement of cultural and natural heritage. The ideas will also have to include and develop activities specifically related to one of the following thematic areas:

- **EXPERIENTIAL TOURISM** - Innovative proposals of experiential tourism linked to the traditions of the territory to which they belong.
- **DIGITAL TOURISM** - Territorial and / or tourist valorization ideas through smart and ICT applications.
- **ACCESSIBLE TOURISM** - Ideas for the territorial and touristic valorisation of the area, whose main objective is the accessibility of the cultural heritage and/or addressed to a wider target group of subjects less considered in the standardized tourism offer (people with disabilities, elderly people, families) and develop a new and diversified audience.
- **COMMUNICATION & MARKETING** - Communication and marketing activities for new travel modes, access to sites, integration of the overall chain of excellence.

Below are the sectors and some (non-exhaustive) examples of areas of activity:

- Tools, products and services for the use and accessibility of cultural and environmental assets;
- Tools, products and services that enhance the territory, the material and immaterial heritage and typical agricultural and handicraft productions;
- Tools, products and services that promote cultural participation and foster the active involvement of the local community;
- Tools, good practices, products and services for accessible tourism for people with specific needs (for example, elderly people and people with disabilities);
- Tools, services and best practices to encourage local and slow tourism (eg trips on foot, by bicycle or by public transport) and outdoor sports, training and experiential practices;
- Tools, services and best practices that enhance the territories less reached by mass tourism, including developing new demand and / or new integrated supply systems;
- Tools and services aimed at minimizing the impact of tourism on cultural heritage, landscape and environment.

Article 3 - Awards

1. The Prize is awarded, at the sole discretion of the Jury of experts referred to in Article 8, to the first two projects classified in the ranking according to the evaluation criteria referred to in Article 5 of this Regulation, and, for each project winner, it consists in a mentorship of 10

hours of consultancy and in the support of an expert specialized in tourism for each of the two selected ideas, to be carried out in the manner agreed between the parties. The winners will also be invited to take part in the Mash-up event organized in Pula (Croatia) in September 2019.

Article 4 - Admission requirements

1. Admission to the competition is reserved to single persons (for example, cultural tourism operators, civil society representatives, creative people, IT specialists, videomakers, startupper, students, etc.) or groups of persons meant to be adults (more than 18 years old) and resident in the following eligible areas of the Italy-Croatia programme. For Italy in the following 25 Provinces: Udine, Gorizia, Trieste, Pordenone, Venice, Padua, Rovigo, Ferrara, Ravenna, Forlì-Cesena, Rimini, Pesaro and Urbino, Ancona, Macerata, Ascoli Piceno, Fermo, Teramo, Pescara, Chieti, Campobasso, Brindisi, Lecce, Foggia, Bari, Barletta-Andria-Trani. For Croatia in the following 8 counties: Istarska, Primorsko-goranska, Ličko-senjska, Zadarska, Šibensko-kninska, Splitsko-dalmatinska, Dubrovačko-neretvanska, Karlovačka.
2. Requirements must be possessed by the participants at the moment of the registration to the event.
3. In case teams (composed by at least two persons and maximum five persons) it will be necessary to indicate a contact person who will represent and will receive any communication concerning the competition.
4. The same person cannot take part in more than one team and / or present more than one proposal.
5. The language of the event is English, so a good knowledge of English is expected.
6. The lack of one or more of the aforementioned provisions constitutes an impediment to admission and determines the exclusion from the competition.

Article 5 - Evaluation criteria

1. The Evaluation Commission as defined under art. 8 paragraph 1, having verified the formal correctness of the applications and the presence of the admissibility requirements, examines and evaluates the proposal and defines the ranking of the proponents at their own unquestionable judgment.
2. Applications will not be considered in the following cases:
 - a. presented by subjects without the requirements indicated under art. 4;
 - b. incomplete and / or lacking the required documentation;
 - c. submitted after the deadline referred to in the following article.
3. The ideas received and selected will then be evaluated by the Jury as per art. 8 paragraph 2 during the MASH UP ATLAS event based on the following evaluation criteria and score:
 - Satisfying a need / necessity detected by the businesses and / or destination environment 0-5
 - Innovation level / originality 0-5
 - Social, environmental or cultural impact produced and / or expected with respect to the objectives defined 0-5
 - Technical feasibility and economic sustainability 0-5
 - Quality and skills of the team 0-5
 - Scalability / replicability 0-5
 - Total max **30**

Article 6 - Duration of the competition

1. Applications for participation can be submitted no later than March the 12th, 2019 at 12:00, according to the procedures described in the following article.
2. The list of persons admitted to the competition will be published on the website www.unioncamereveneto.it and <https://friulinnovazione.it/atlas/> by March the 18th, 2019.

Article 7 - Terms and conditions for participation

1. To participate the applicants are required to fill in all its parts the registration form available on EVENTBRITE MASH UP ATLAS within March the 12th at 12:00 a.m. at latest. No paper documentation will be accepted.
2. The project representatives can also send a video presentation of the idea / project of a maximum duration of 3 minutes to the e-mail address comunicazione@friulinnovazione.it, or by inserting in the body of the e-mail the URL related to a videopitch loaded on free platforms (YouTube, Vimeo, etc.). The video will be shared on the official platform of the ATLAS project at the following link <https://friulinnovazione.it/atlas/> to strengthen the communicative aspect, as well as stimulate the creativity of the participants.
3. Applications received after the deadline indicated above will be excluded from the Competition.

Article 8 - Evaluation and selection of applications

1. Evaluation of innovative candidates' ideas for the "Call for Innovative Ideas" will be carried out by the ATLAS project commission made up of representatives appointed by the project partners and composed by 7 members with specific experiences in relation to the evaluation criteria. The Commission will select up to a maximum of 35 innovative ideas that will access the "MASH UP EVENT" event for the presentation of the project's finalists to the Jury of ATLAS. The Commission reserves the right to request additional information to the documentation sent. Following the evaluation, the Commission will compile a list of innovative ideas deemed appropriate on the www.unioncamereveneto.it website and <https://friulinnovazione.it/atlas/>
2. The projects (up to a maximum of 35) will be evaluated during the "MASH UP EVENT" by the Jury made up of 6 experts nominated by the project partners from the programme areas that will identify the 2 (two) best ideas which will access the path coaching (the "Beneficiaries").
3. The Jury will proceed to the analysis of the applications received, through the attribution to each project of a score determined according to the criteria set forth in art. 5.

Article 9. Phases and timing of the program

- Collection of applications: 27/02/2019 - 12/03/2019 until 12.00
- Evaluation of applications: 12/03/2019 - 18/03/2019. Up to a maximum of 35 innovative ideas will be selected to take part in the “Mash up event”.
- Final selection of projects (MASH UP): 28/03/2019. Identification of the 2 (two) best proposals that will access the coaching path.
- Mentorship: 01/05/2019 - 30/06/2019

Article 10 - Conditions of protection of privacy and confidentiality of information

1. Pursuant to EU Reg. 2016/679 and Legislative Decree no. 196/2003 and s.m.i. the data provided by the participants with the submission of their application by completing the form on Eventbrite will be processed, both in paper and electronic form, in accordance with the regulations in force only for the purposes related to the selection procedure by parties authorized by the Data Controller. The provision of such data is mandatory to be able to proceed with the application. The data in question may be communicated to the partners of the ATLAS Project and those of the Beneficiaries may also be disseminated. The Data Controller of the processing of the above-mentioned personal data is Unioncamere del Veneto, with registered office in Venice-Marghera, via delle Industrie n. 19 / D. Participants will be able to exercise the rights referred to in articles 15-22 of EU Reg. 2016/679 by contacting the Data Protection Officer of Unioncamere del Veneto at PEC rpd@pec.unioncamereveneto.it
2. Pursuant to EU Reg. 2016/679 and Legislative Decree no. 196/2003 and s.m.i. the videos and their contents eventually sent together with the application will be processed by Friuli Innovazione in accordance with the regulations in force only for the purposes related to the selection procedure by subjects authorized by the Data Controller. The conferment of such videos is optional and failure to send them does not imply exclusion from the application. The contents of the videos in question may be communicated to the partners of the ATLAS Project and those of the Beneficiaries may also be disseminated. The Data Controller in the above-mentioned videos is Friuli Innovazione, based in via Jacopo Linussio 51, 33100 Udine. Participants will be able to exercise the rights referred to in articles 15-22 of EU Reg. 2016/679 in the manner specified in the complete information available at the following link: <https://friulinnovazione.it/en/informative-en/informativa-privacy-en/>

3. All the subjects involved, in every phase of activity foreseen by MASH UP ATLAS and also after its conclusion, will guarantee the confidentiality on the information related to the presented ideas.
4. All the subjects involved in the evaluation of innovative ideas are required to keep the information provided by the participants on their ideas confidential.

Article 11 - Validity of these Rules

1. These Regulations are valid and effective for the “MASH UP ATLAS” initiative, which awards innovative ideas for cultural tourism “.