



## **VENICE-MESTRE CAPACITY BUILDING ITALY LIVING LAB**

### **Digitalization Opportunities Sustainable Coastal Tourism**

*March 2026 – Venice–Mestre, Italy*

#### **Introduction**

On March 2026, Venice–Mestre will host the Bluedots Venice Living Lab: “Digitalization Opportunities Sustainable Coastal Tourism.” This two-day international event will bring together cooperatives, social enterprises, NGOs, universities, public authorities, and EU-funded projects to explore how digital transformation can drive sustainability, accessibility, and inclusion in the coastal tourism sector.

The Living Lab, part of the Bluedots Project co-funded by the European Union, promotes the integration of social and digital innovation in the Blue Economy. It aims to strengthen collaboration among European regions and demonstrate how the social economy can lead the transition toward more sustainable and socially equitable tourism ecosystems.

Participants will engage in expert panels, peer exchanges, and field experiences, discovering new partnerships, pilot actions, and replicable solutions that link digital innovation with community well-being and environmental stewardship.

## DAY 1

Conference Venue – Venice Mestre

Time	Session
09:00 – 09:30	Registration and Welcome Coffee — Participants check in, receive event materials, and network informally before the opening session.
09:30 – 09:50	Opening Session — Institutional greetings from authorities, welcome from Bluedots coordination partners, and overview of objectives.
09:50 – 10:10	Keynote Speech: Digitalization as a Driver for Social and Sustainable Tourism — Reflection on how digital tools enhance sustainability and accessibility.
10:10 – 11:15	Panel 1 – European Best Practices and Replicable Models — Presentations from Italy, Spain, Ireland, Germany, and Poland on inclusive, low-impact tourism.
11:15 – 11:45	Coffee Break and Networking.
11:45 – 12:45	Panel 2 – Digitalization Tools and Solutions for Socially Sustainable Coastal Tourism — Platforms, IoT tools, and collaborative systems for inclusive tourism.
12:45 – 14:15	Lunch Break.
14:15 – 15:30	Panel 3 – Social Economy Leadership and Social Innovation for Sustainability — Discussion on participatory governance, digital skills, and inclusive training.
15:30 – 16:30	Speed Dating – Co-creation Sessions Between Social and Technological Sector Actors
16:30 – 17:00	Wrap-Up and Conclusions — Summary of main outcomes and next actions within the Bluedots network.
20:00	Social Dinner in Venice (optional) — Informal networking evening in the heart of Venice.

## DAY 2

### Field Visit – Venice Lagoon & Historical Centre

Time	Activity
09:30 – 10:00	Meeting Point and Introduction — Participants meet in Venice, presentation of the day's thematic focus and route options.
10:00 – 12:30	<p>Walking Tour “Inclusive Venice: Socially Sustainable Experiences” — A guided visit exploring inclusive and community-based initiatives promoting accessibility, social inclusion, and cultural heritage preservation.</p> <p><u>Itinerary:</u></p> <ol style="list-style-type: none"><li>1. Il Melograno Social Cooperative (San Polo) — Focus on employment of people with disabilities through artisanal production and an inclusive café. Includes a creative workshop and tasting of local products.</li><li>2. La Bottega dei Mestieri (Cannaregio) — Training and employment of migrants in traditional Venetian craftsmanship. Visit to the workshop and meeting with artisans.</li><li>3. Fondazione Veneranda Armida Albrizzi (Dorsoduro) — Accessibility for people with disabilities through tactile tours and inclusive exhibitions. Visit to the historical garden and the exhibition “<i>Art Without Barriers.</i>”</li><li>4. Naval History Museum (Arsenale) — Inclusive museum experience with sensory routes and audio guides for visitors with visual impairments.</li></ol> <p><u>Practical Information:</u></p> <ul style="list-style-type: none"><li>• Advance booking required via email or phone.</li><li>• Group guided tour: €15/person; personalized visit on request (€25/person).</li><li>• Wear comfortable shoes and bring an umbrella (January weather in Venice can be rainy).</li></ul> <p>This itinerary supports enterprises promoting:</p> <ul style="list-style-type: none"><li>• Employment inclusion (people with disabilities, migrants)</li><li>• Universal accessibility</li><li>• Valorization of local heritage</li></ul>
12:30 – 13:15	Closing Lunch and Farewell — Informal lunch, reflections exchange, and networking for future collaboration.
13:15 – 14:00	End of Living Lab Activities.

## About the Venice Capacity Building

The Venice Living Lab is a collaborative space for experimentation, co-design, and innovation, connecting digital transformation with social inclusion and environmental responsibility in coastal territories. By merging European best practices and local experiences, it supports the creation of replicable models and partnerships contributing to the Bluedots mission — fostering a blue economy that works for people, planet, and communities.

Organized by: Legacoop FVG

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### PARTNERS:



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