SMART MICE PLATFORM
Piattaforma Digitale Integrata per i Servizi del Convention Bureau di Roma e Lazio

AGENDA

Ore 10.00 Welcome - Progetto Smart Mice

Ore 10.05 Presentazione Convention Bureau

Ore 10.15 Presentazione Link Campus

Ore 10.25 Presentazione E@I Software

Ore 10.35 Presentazione Skylab Studios

Ore 10.45 Presentazione Omnitech

Ore 10.55 Presentazione Tor Vergata

Ore 11.05 Discussione sulla presentazione del progetto

Ore 12.00 Chiusura lavori

IL BANDO

BENI CULTURALI E TURISMO

SOSTEGNO AL RIPOSIZIONAMENTO COMPETITIVO DEI SISTEMI IMPRENDITORIALI LOCALI - AVVISO PUBBLICO "BENI CULTURALI E TURISMO"

15 milioni di euro   (6 milioni di euro)

Stanziamento: 11 milioni di euro a valere sulle risorse delle azioni 1.1.3, 1.1.4, 3.3.1, 3.4.1 e 3.5.2 del POR FESR Lazio 2014 - 2020 e 4 milioni di euro su risorse regionali.

Dotazione complessiva: 15milioni di euro, di cui 9 milioni di euro destinati ai Progetti Semplici e 6 milioni di euro destinati ai Progetti Integrati

Apertura sistema GeCoWEB per la compilazione del Formulario: dalle ore 12 del 5 dicembre 2017

Presentazione domande "a sportello" inviando la domanda via PEC:

- Progetti Semplici dalle ore 12 del 18 gennaio 2018
- Progetti Integrati dalle ore 12 del 23 gennaio 2018

Ambiti di riferimento

a. **Beni Culturali:**

1. *Conoscenza, diagnostica, conservazione e restauro dei Beni Culturali,* in particolare le innovazioni di prodotto e di processo dovranno riguardare le seguenti tematiche: Fluorescenza a raggi x; Microscopia elettronica a scansione; Modelli di dispersione degli inquinanti atmosferici; Modelli di deposizione di inquinanti; Riflettografia Infrarosso; Telerilevamento; Rilievi fotogrammetrici; Tecnologie per scavi e ricerche archeologiche, archeologia sperimentale.

2. *Valorizzazione, fruizione e gestione dei Beni Culturali, in particolare le innovazioni di prodotto e di processo dovranno riguardare le seguenti tematiche: Tecnologie per la digitalizzazione e la classificazione; new media & storytelling/storyguide/audiovisual guide; ICT*: Augmented reality; Virtual museum, social museum, participatory museum, Qrcode; marked images, NFC, indoor geolocalization; 3D projection mapping; Realtà virtuale: tecnologie immersive interattive, motion/body; tracking, gesture control; 3D imaging & simulation; 3D laser scanning, 3D modelling; 3D printing.

b. Turismo:

1. *Efficientamento energetico* delle Strutture ricettive alberghiere (art. 23, comma 1, lettera a) della L.R. n. 13 del 6 agosto 2007), che consenta una valorizzazione dell'attività turistica in un'ottica di maggiore sostenibilità e compatibilità ambientale.

2. *Servizi digitali per il turismo,* in particolare dovranno essere sviluppate soluzioni innovative, in ambito ICT, quali ad esempio:

   • l'ideazione e la realizzazione di piattaforme digitali integrate che veicolino le informazioni legate alle località turistiche del Lazio e che consentano, tra l'altro, una più efficace azione di marketing territoriale, anche attraverso l'aggregazione dei diversi attori operanti sul settore (strutture ricettive, soggetti gestori dei BBCC, enti pubblici, etc.), e facilitino la fase di ricerca, pianificazione, acquisto ed esperienza delle scelte di viaggio;

   • lo sviluppo e l'adozione di tecnologie digitali integrate per la messa in rete di offerte e servizi turistici che coinvolgano diversi attori e tese a supportare mirate strategie commerciali in linea con i 5 cluster strategici regionali individuati con il Piano turistico triennale 2015-2017;

   • all'adozione di sistemi (di promozione, prenotazione, gestione, etc.) basati su tecnologie digitali o all'offerta di servizi digitali (wifi, devices, etc.);

   • la veicolazione sui nuovi media di informazioni e servizi turistici, garantendo una migliore accessibilità, sicurezza, comfort, connettività e disponibilità di nuovi contenuti in un'ottica di internet of things (ad esempio attraverso la realizzazione di app per dispositivi mobili, di cloud-based solutions, o di siti web e prodotti multimediali).

SMART MICE
PLATFORM

IMPORTANT: DEADLINE APPROACHING

PEC: 23 gennaio ore 12

I termini per l'invio della **PEC** contenente la **DOMANDA** sono:

- **Progetti Semplici:** a partire dalle ore 12 del **18 gennaio 2018** e fino alle ore 12 del **20 marzo 2018**, ovvero, se precedente, al superamento della soglia di **25 milioni** di euro di contributi richiesti.
- **Progetti Integrati:** a partire dalle ore 12 del **23 gennaio 2018** e fino alle ore 12 del **10 aprile 2018** ovvero, se precedente, al superamento della soglia di **25 milioni** di euro di contributi richiesti.

L'assegnazione delle risorse sarà effettuata secondo l'ordine cronologico di invio della PEC di trasmissione della DOMANDA.

Alla Domanda deve essere dedicata una marca da bollo da Euro 16,00 la cui copia annullata deve essere applicata all'apposito documento "Dichiarazione di Assolvimento dell'Imposta di Bollo", da sottoscrivere con Firma Digitale e allegare alla PEC di invio della Domanda. Il Richiedente deve conservare l'originale della marca da bollo annullata ed esibirla ove richiesto a dimostrazione dell'avvenuto utilizzo ed annullamento.

SMART MICE PLATFORM

Piattaforma Digitale Integrata per i Servizi del Convention Bureau di Roma e Lazio

IL BUDGET

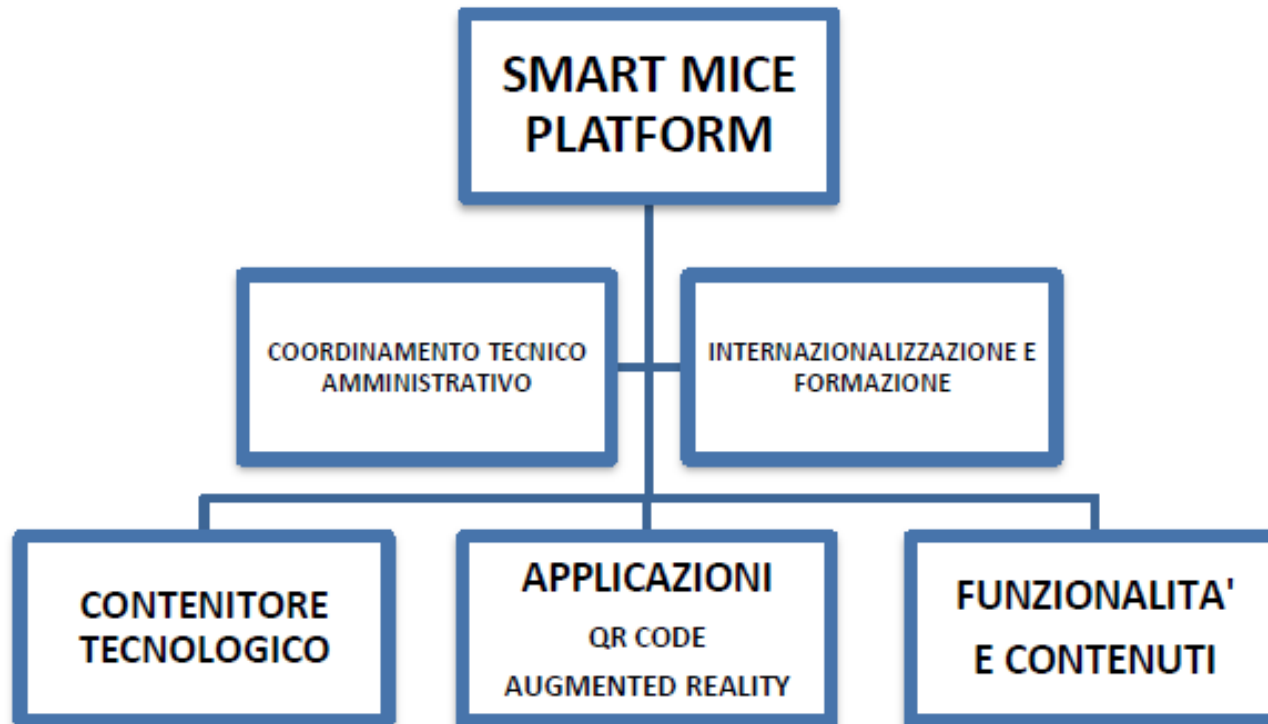| N°	Partner - OdR	Tipologia Partner	Importo (€)	Agevolazione Richiesta (€)
	E@I Software - Azienda Capofila http://www.eaisoftware.it/	PI	413.999,46 €	285.799,62 €
	Convention Bureau CBR&L http://www.conventionbureauromaelazio.it	PI	306.805,44 €	199.763,81 €
	Link Campus University http://unilink.it/	OdR Pubblico	154.212,72 €	123.370,18 €
	Università di Tor Vergata https://web.uniroma2.it/	OdR Privat	154.207,32 €	123.365,86 €
	Omnitech http://omnitechit.eu/	MI	153.199,60 €	94.499,75 €
	Skylab http://skylabstudios.eu	PI	133.192,50 €	91.234,75 €
	Totale		1.315.617,04 €	918.033,96 €

L'IDEA PROGETTUALE

L'*idea progettuale* alla base del progetto SMART MICE PLATFORM, riguarda l'ideazione e la realizzazione di una **Piattaforma Digitale Integrata** in grado di veicolare le informazioni legate al turismo congressuale di Roma e del Lazio.

La Piattaforma sarà dotata di funzionalità specifiche, moduli e strumenti operativi che, attraverso l'aggregazione dei diversi attori operanti sul settore (strutture ricettive, soggetti gestori dei BBCC, enti pubblici, etc.), faciliteranno la fase di ricerca, pianificazione, acquisto ed esperienza delle scelte di viaggio e consentiranno di ottenere i seguenti obiettivi:

- promozione e sviluppo sui mercati nazionali ed internazionali del turismo MICE e del turismo d'affari a beneficio della destinazione "Roma e Lazio", coordinandosi con le istituzioni ed il "Convention Bureau Italia";

- coordinamento per la razionalizzazione dell'offerta MICE e turismo d'affari;

- coordinamento e rappresentanza del prodotto congressuale territoriale attraverso l'inventario delle strutture e dei servizi, la sottoscrizione di accordi, la valorizzazione dei punti di forza, la politica dei prezzi e la creazione di strumenti operativi.
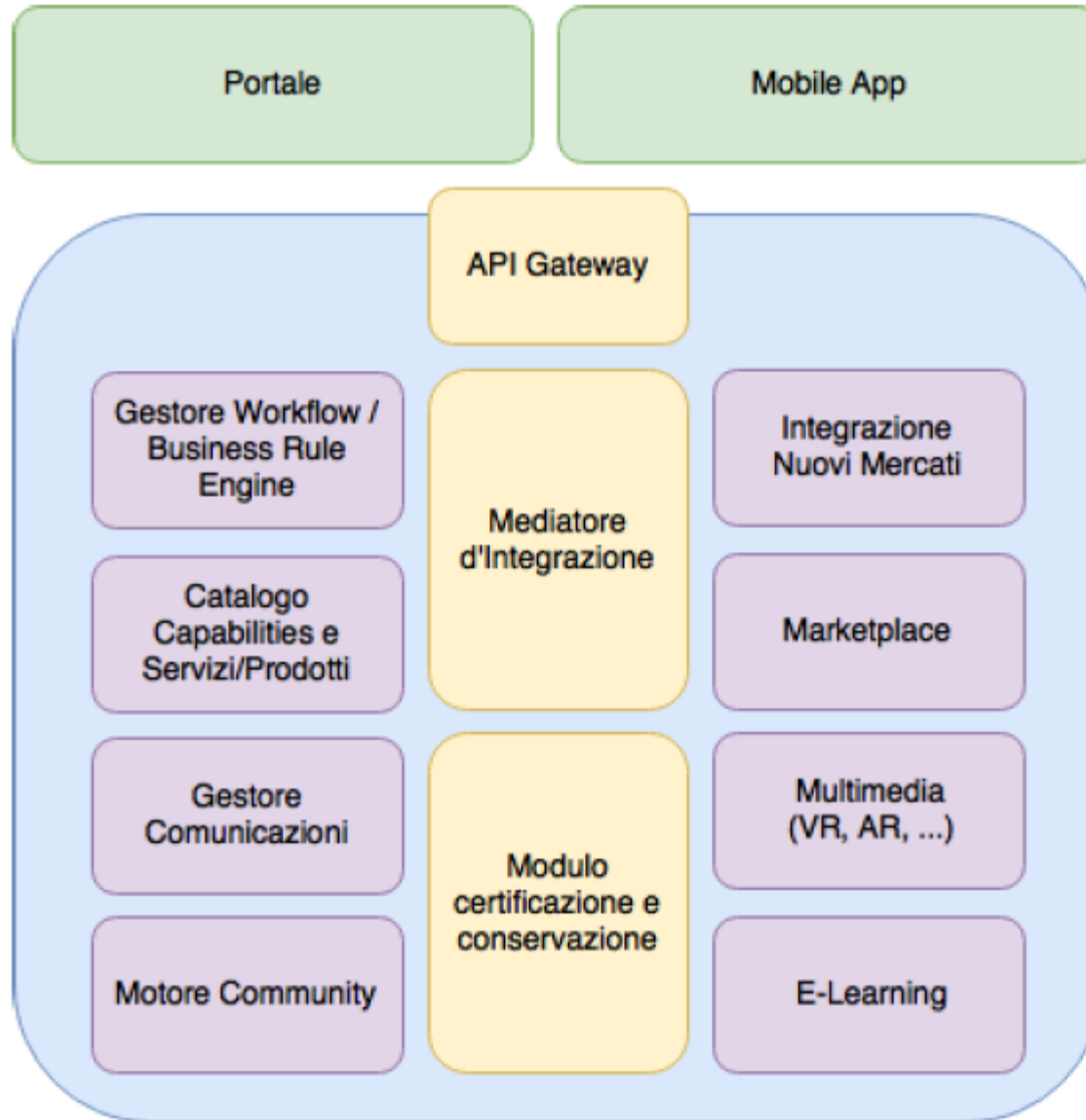
SCHEMA A BLOCCHI

FUNZIONI

Le funzioni saranno inquadrate sotto l'aspetto soggettivo degli stakeholder che interagiscono con il CBReL e cioè :

- il mercato (lato domanda),
- i soci e anche l'offerta anche non aderente al CBReL,
- le Istituzioni,
- il mondo della ricerca e della formazione,
- gli sponsor,
- i media.

L'ARCHITETTURA

ENDORSEMENT

Manifestazioni di Interesse alla Sperimentazione

Protocollo di Intesa per Comitato di Indirizzo

Partner Internazionali

ACCORDI

DICHIARAZIONE DI INTENTI A COSTITUIRE ATS IN EFFETTIVA COLLABORAZIONE

SFRUTTAMENTO DEI RISULTATI E PROPRIETA' INTELLETTUALE

UNIVERSITÀ DEGLI STUDI
LINK CAMPUS UNIVERSITY

DISCOVER US

unilink.it
linkinternational.eu

Link Campus University is a private University in Rome which stands under the Italian University's Regulation. Its imprint is international due to its history and its calling.

Link Campus University combines the English system's educational strategies with the Italian's culture and didactical method.

Most of the degree courses are taught in English, with the exception of some that are held in Italian.

Link Campus University has an extended network with international Universities and companies.

http://linkinternational.eu/link-campus-university/

Link Campus University's main goal is to prepare a leading class that can operate in different systems and countries by giving young people the opportunity to succeed in the ever changing global market:

- A **maximun of 25 students** per class is mandatory to facilitate a close relationship between the student and the professor

- Non-Stop assistance from **tutors**

- **Mentoring Program** (An expert from the field who will give guidance to the students that are close to completing their degree)

- A large library

- A comparative and interdisciplinary **study method**

- Not only ex cathedra, but **interactive teaching**

- Regular lessons enriched by **case studies, seminars and meetings** with testimonials from the various professional fields, institutions and businesses

- A full calendar of events to which are invited international regarded guests from all fields of relevance such as Economics, Law, Politics, Engineering and Communications

- An **extended network** of Italian and foreign partner companies
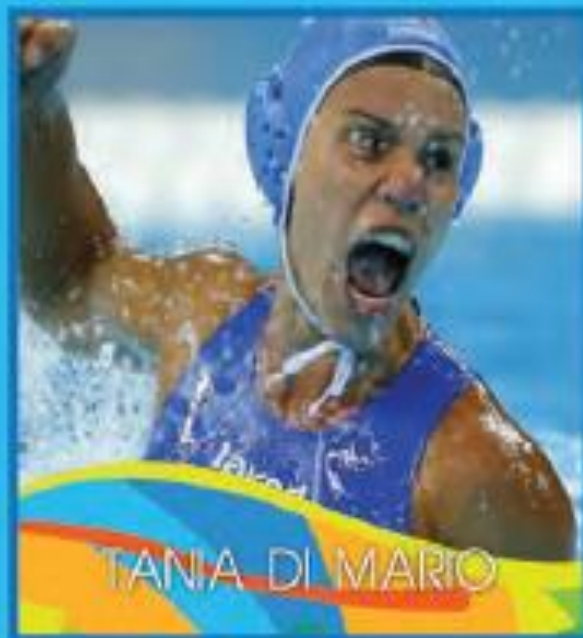
Link Campus University's VISION

LCU's vision is of a hyper-connected world, where the mobility of people and goods is growing, where different cultures have to coexist and possibly to be integrated. Such a world needs to deals with the many cultural and religious diversities and to be aware of the global issues, sure as social and economics sustainability and to make the best use of creativity, innovation and technology with the support of strategic intelligence tools, first of all within the area of business.

Adapting of this vision we find critical the contribution of performing art. We give them a special role in our research and education activities, with great attention to digital communication and language mediation.

In our opinion, the ability to manage the interaction between people of different cultures and languages, in different markets, will be the main skill of a global manager, and he must be endowed with, as overcoming mistrust and hostility, so establishing strong and clear alliances will become necessary.

HYPER CONNECTED WORLD

BEST USE OF CREATIVITY, INNOVATION, TECHNOLOGY

GREAT ATTENTION TO DIGITAL COMMUNICATION

STRONG AND CLEAR ALLIANCES

LINK'S
STUDENTS

GREGORIO PALTRINIERI

TANIA DI MARIO

TANIA CAGNOTTO

13 LINK STUDENTS IN RIO
4 MEDALS

OUR PUBLISHING COMPANY

Eurilink Edizioni, founded in 2006, is the publishing company of Link Campus University. Its mission is to create a cultural link between experts and society, university and labour world, citizens and institutions, by providing books that have a high cultural value. They deal with a variety of "warm" topics within the international debate.

Eurilink books are published either in Italian and English, and are released online.

The publishing guidelines are given by a Scientific Committee, and by the publishing management. The works of LCU in Education and Scientific Research are all evaluated and approved by a peer review system of LCU.

The **KEY AREAS** of activities for LCU

UNDERGRADUATE

CREATIVITY, INNOVATION AND TECHNOLOGY

GLOBAL ISSUES

LCU

INTELLIGENCE AND SECURITY

INTERNATIONAL ECONOMY

GRADUATE

POSTGRADUATE

EXECUTIVE MASTER'S PROGRAMME

Link Campus University (LCU) study courses (undergraduate, graduate and postgraduate), are structured around four key areas:

- Creativity, Innovation and Technology;
- Global Issues;
- International Economy;
- Intelligence and Security.

LCU offers a range of Executive Master's Programmes for mid-career to senior level professionals.

The programmes benefit from the School's exceptional links with the outside world, both within the academic community and externally with private companies.

CREATIVITY, INNOVATION AND TECHNOLOGY

BA Performing Arts

BA Digital Communication and Gaming

MA Technologies and Codes of Communication

Master in FILMMAKING

Master in MEDIA ENTERTAINMENT

Master in LUXURY & FASHION DESIGN

GLOBAL ISSUES AREA

MA Law

BA Political Science and International Relations

BA Public Administration

MA Strategic Studies and Diplomatic Sciences

Master in IMMIGRATION MANAGEMENT

Master in JOINT CHINA AND ITALY ECONOMIC COOPERATION

Master in DEVELOPMENT ECONOMICS AND INTERNATIONAL COOPERATION

Master in AFRICAN STUDIES

Master in INNOVATIVE GOVERNANCE OF MULTI-ETHNIC URBAN SYSTEMS

Master in FORCED MIGRATION AND INTERNATIONAL PROTECTION

LINK CAMPUS UNIVERSITY

Bangkok December 2017

INTERNATIONAL ECONOMICS AREA

BA International Business Administration

BA Sports Economics and Politics

MA Business Management

MBA Innovation Finance/Innovation Technology

MBA Applied Economic Science

MBA Strategy, Corporate Planning and Management

MBA Sport's Law and Management

Master in SMART AND PUBLIC ADMINISTRATION

Master in ECONOMICS AND BANKING

Master in MANAGEMENT OF CULTURAL HERITAGE

Master in JOINT ENERGY AND ENVIRONMENT MANAGEMENT

Master in SUSTAINABLE MOBILITY AND TRANSPORT

Master in EUROPEAN FUNDS MANAGER

Master in JOB'S SERVICES AND POLITICS MANAGEMENTS

Master in CULTURE 4.0 MANAGING THE MUSEUM OF THE FUTURE

LINK CAMPUS UNIVERSITY

Bangkok December 2017

Master in
INTELLIGENCE AND SECURITY

Master in
IT SECURITY AND CYBERSECURITY

Master in
PUBLIC SECURITY AND SOFT TARGET

Master in
ANTICORRUPTION AND PUBLIC ETHICS

Master in
CORRECTIONAL MANAGEMENT

Master in
BEHAVIOURAL ANALYSIS AND APPLIED SCIENCES TO INTELLIGENCE AND HOMELAND SECURITY

Master in
FORENSIC SCIENCE AND CRIMINOLOGY

Master in
SCIENTIFIC INTELLIGENCE

Master in
DRONE FOR ENVIROMENTAL INTELLIGENCE

LINK CAMPUS UNIVERSITY

It is aimed at creating professional profiles able to access the video-recreational entertainment sector, providing concepts and methods necessary to meet the challenges of an ever-changing complex market.

On the basis of a job-oriented study plan that starts from the sector's needs to fully meet them, the course lays the foundations for the direct access into the professional environment of critics, communication, marketing and development of interactive entertainment products.

To this aim, the path focuses on training through a customised planning with innovative tools and technology, techniques, business management, internal production and workshops.

BA Digital Communication and Gaming

GAMIFICATION

INTERACTIVE ENTERTAINMENT PRODUCTS

INNOVATIVE TOOLS AND TECHNOLOGY

SERIOUS GAMING

LINK CAMPUS UNIVERSITY

MA Technologies and Codes of Communication

USER EXPERIENCE TOOLS

HUMAN MACHINE INTERACTION

VISUAL COMMUNICATION TOOLS

It trains professional leaders. The leaders are prepared through a multidisciplinary education, which strongly aims to the acquisition of specific skills:

- Being able to understand the paradigms and languages applied to the field of communications' technologies;

- Understanding concepts and operative modes;

- Creating multimedia contents, interactive products and services through the study of new shapes of interaction between people and computers;

- User Experience's (UX) projecting, meaning the complex experience developed during every time an interactive product is used;

- Market and digital economics' trends analysis;

- Development of Visual Communications' products and services;

- Project Management aimed at developing innovative services, products and start-ups.

THE RESEARCH DEPARTMENT

Research Department coordinates the "Research Centres" and it's activites are:

- University research
- Research Funding
- Relationships and obligations MIUR
- Relations with Companies / Institutions

- Organization events and coordination of work tables
- Monitoring individual research of teachers

Comunicazione, Social Media, AR, VR, Sviluppo componenti APP e moduli digitali della piattaforma, User Experience Design, Usabiliity, Formazione, e-learning, Business Model, Block Chain Analysis

SMART MICE
PLATFORM

LINK UNIVERSITY
CAMPUS

DR - Activities

Strategic Research Areas

Digital Technologies: applied to the production processes, administration and consumption.

Research areas: digital fabrication, educational technologies, interaction design, cultural heritage, e-health, smart cities, accessibility ....

Social: the person and its integration within the social context

Research areas: sports, corporate welfare, social inclusion, learning, cooperation and development processes of the community ......

Territorial Development : processes of economic growth dynamics and system sustainability.

Research areas: social innovation, territorial marketing, multi-level governance systems, corporate networks, intelligent cities and communities, environmental monitoring, water management ...

Strategic networks : management and prevention of damage to critical infrastructures.

Research areas: intelligence, intermodal logistics, smart grid, infrastructural digital divide, cybersecurity.....

Research Centres

IDEMS
The Institute of Law and Sport Management
Director
P. Matera

LINK LAB
Laboratory of Social and Economic Research
Director
N. Ferrigni

DASIC
Digital Administration and Social Innovation Center
Director
C.M. Medaglia

LINK THEATRE
Research Center in the entertainment industry
Director
A. Allegrini

SAPR
System powerd aircraft piloting remote
Director
M. Di Fonzo

DASIC

DASIC (Digital Administration and Social Innovation Center) is a research center of the Link Campus University focused on the application of new technologies in processed of production, administration, and consumption with the aim to bring innovation and optimization.

Nowadays, the innovation is created by the application of digital technologies which accelerate the development and the evolution of economic activity. In this field the research center activities are included. The researchers are specialized in different areas of research oriented to the design of innovative technological solutions for different fields of application.

DASIC, despite born in 2014, represents an important reality at national and European level, a position achieved from the skills acquired through the synergy with the departments of the Link Campus University.

The basic research and industrial research are carried out within by professors, postdocs, research fellows and PhD students with different backgrounds, ensuring in this way a multi-disciplinary approach.

The research activities carried out by DASIC are entirely self-financed. Funding comes both from industrial research activities with private partners, for which the construction of pilot applications prototypes is financed, and of long-term research projects, focused on the basic research.

The center is involved in several European, national and regional research projects. This participation allowed DASIC to establish and consolidate partnership with businesses and companies.

The DASIC, coordinated by Carlo Maria Medaglia, is organized in seven research unit: Smart City & Social Innovation, Innovation Design, E-Health & E-Inclusion, Serious Game & Hybrid Learning, Smart Grid & Mobility, Social Media, Responsible Research & Innovation.

DIGITAL ADMINISTRATION AND SOCIAL INNOVATION CENTER

Digital Administration and Social Innovation Center: Application of **new technologies and production processes**, administration and consumption with the aim to bring **innovation and optimization**.

Innovate using digital technologies as a catalyst capable of **accelerating developments and evolutions of economic activities**.

MAIN TOPICS

Smart City & Social Innovation

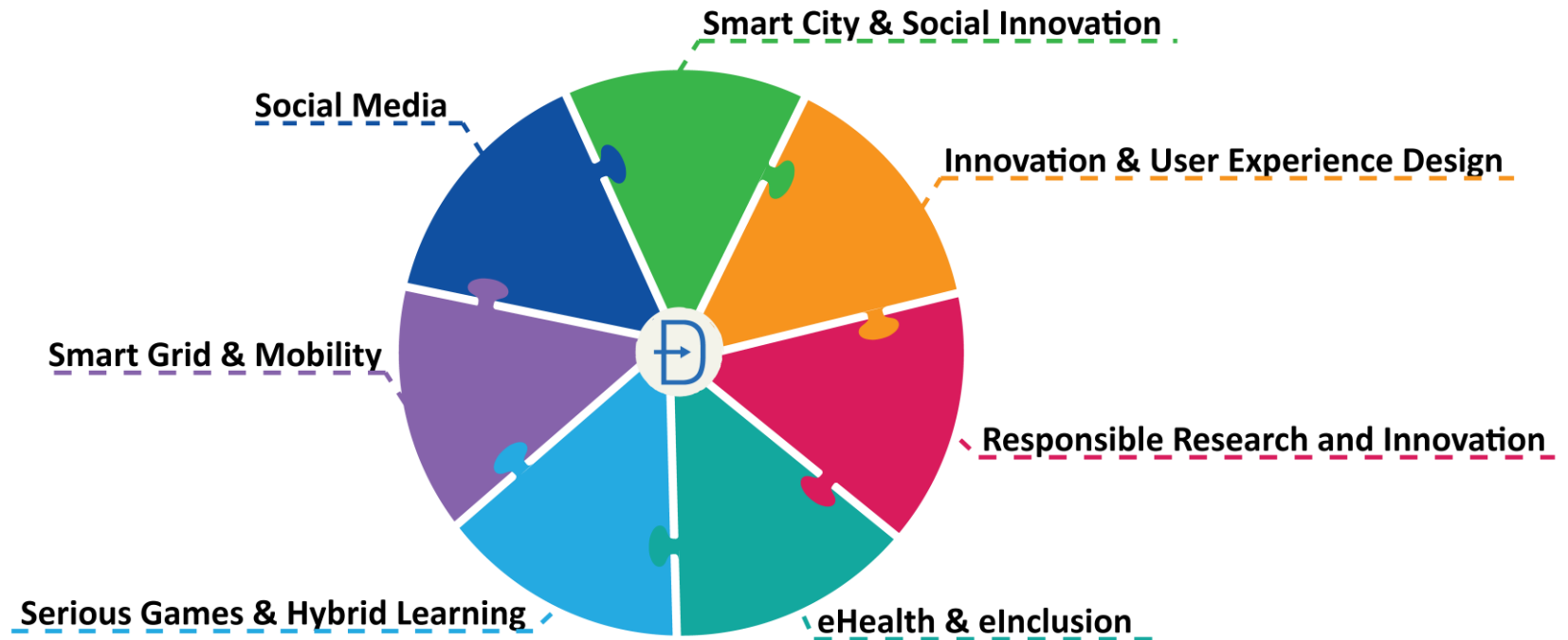**Innovation and User Experience Design**

eHealth & Inclusion (eHI)

Serious Games & Hybrid Learning

Smart Grids and Mobility

Responsible Research

MAIN UNITS

- Smart City & Social Innovation
- Innovation & User Experience Design
- Responsible Research and Innovation
- eHealth & eInclusion
- Serious Games & Hybrid Learning
- Smart Grid & Mobility
- Social Media

Andrea Ingrosso
Director of DASIC

Research Unit
Smart City & Social Innovation

DASIC

- Civic Engagement
- Service Design
- City Usability
- Social Innovation

- Interaction Design
- Open Government
- E-Government

- Usability
- Open Data and IoT
- Sustainable Mobility

- Designing **services and applications** in the area based on the use of new technologies;

- **Co-design activities**; with particular attention to the processes of **Social Innovation and Sustainability**

- **New citizen engagement techniques**

- **Territorial regeneration plans**

- **User interaction** with technology platforms and user interface; **user experience** prototyping

- Designing services and **e-health applications** (Tele-monitoring, telemedicine, Sensors, Smart Object)

- Training activities: **workshops on UX, 3DPrinting,** Open Source electronic and digital fabrication

- **Digital Fabrication Laboratory** (**Fablab**)

- **Communication** activities on digital media

- **Design, prototyping** and evaluation of **interactive systems** based on innovative interaction paradigms) applied in various fields (eg. Cultural heritage, exhibit, home automation, Smart Cities and social networking);

- **Education & Hybrid Learning**

Bangkok December 2017

Giada Marinensi
Head of Unit

◎ Conception, analysis and design of Serious Games

◎ Serious Games' narrative scenarios definition (with regard to the creation of an engaging backstory, to the definition of the characters, to the design of the interactive moments in the story and the scripting)

◎ Design and development of Interactive Storytelling solutions

◎ Design of Gamification solutions, applying techniques and methods from games (like scores, rankings, badges, check-in and rewards, etc.) in non gaming contexts

◎ Design of mobile game-based learning courses aimed at giving more flexibility and a wider access to learning materials and participation to knowledge building processes

◎ Definition of the methodology for the evaluation of the learning results achieved through Serious Games and Hybrid Learning solutions

◎ **Interactive Storytelling**

◎ **Gamification of learning**

◎ **Mobile game-based learning**

◎ **Lego Serious Play**

◎ **Visual and Graphic Design for Learning**

◎ **Creative methodologies in Education, Business & Cities**

RESEARCH in HCI, Physical Computing e Digital Fabrication

Massimiliano Dibitonto
Head of Unit

Fab Lab
Open Source Electronics and Internet of Things
Smart Connected Objects
3D Printings Actuators and Sensors