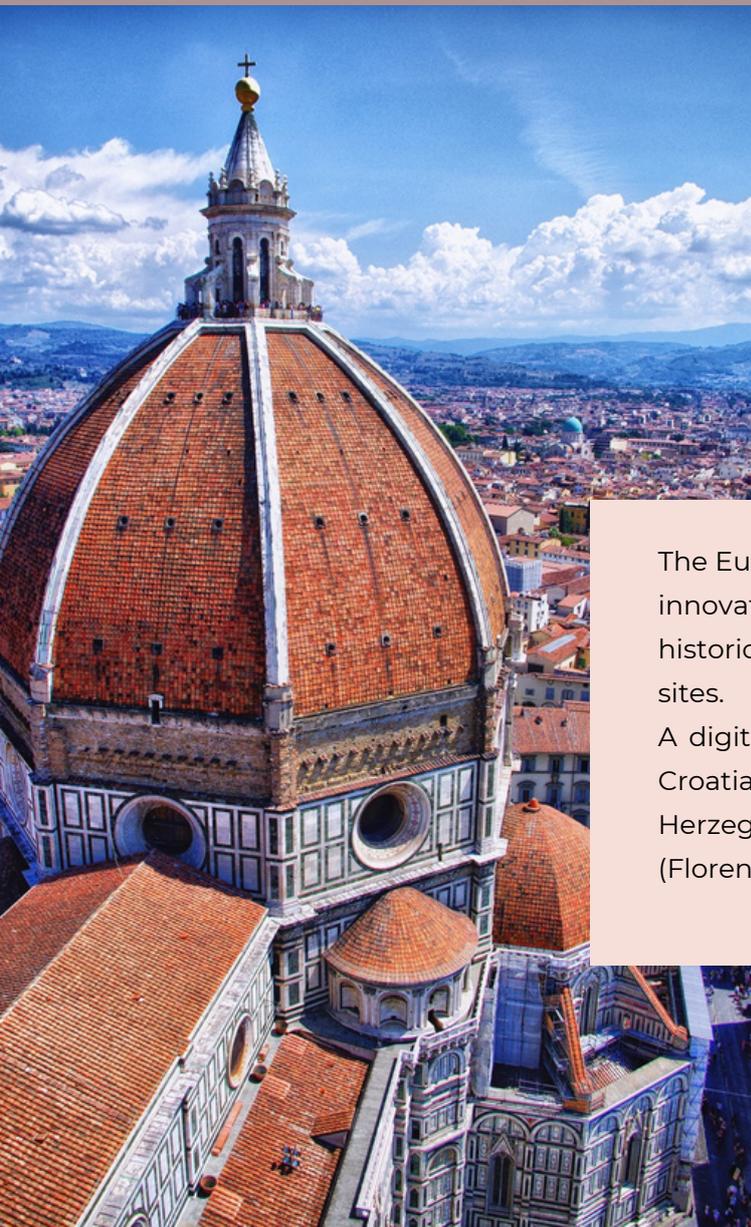




# Florence Pilot Site

 Pilot Site of Italy



Florence is a city with huge artistic and architectural assets, the cradle of Italian Renaissance.

UNESCO World heritage sites since 1982, an ever-green destination with its Unesco area enclosed in the medieval walls, and a high number of cultural attractions: 42 museums, 11 gardens, 35 monuments/piazas, 21 cultural institutions, 9 libraries, 30 foreign Institutes and Universities.

The European Interreg Med "Herit-Data" project seeks to identify innovative solutions to reduce the negative impact of tourism on historic town centres, as well as on cultural and natural heritage sites.

A digital platform will be set up and tested in six pilot sites in Croatia (Dubrovnik), France (Pont du Gard), Bosnia and Herzegovina (Old Mostar Bridge), Greece (Ancient Olympia), Italy (Florence) and Spain (Valencia).



Type: heritage site & city center  
Localisation: Florence, Italy  
Website: <http://www.firenzepatrimoniomondiale.it/en/>  
<https://www.feelflorence.it/en>



PROTECTION  
1982 | Unesco World heritage

"Italy, Florence, Duomo, Basilica of Saint Mary of the Flower (2) August 2012" by Smo\_Q is licensed under CC BY-SA 2.0

## WHAT WILL BE TESTED AND WHY ?



Data selection and acquisition, to monitor people flows by means of cameras, wi-fi access points, sentiment analysis.



Transformation of acquired/collected data in indicators and/or enriched data, to populate the many dashboards.



Usage of monitoring process to apply mitigation and improvements actions.



Usage of Web App, App and physical tools disseminated within the city, to outreach tourists/people and orient them.

Sentiment analysis and nudging to understand and orient respectively moods and behaviors.



Project co-financed by the European Regional Development Fund

## WHAT IS PLANNED OR IN THE PIPELINE ?



The Florence pilot project platform.



A platform stakeholder data sharing approach, in order to be more effective.



A high level of local stakeholders involved in the project.



A highly wide-spreading of the project outcomes within the territory, drawing attention and interest from other actors at local, regional and national level, unleashing new potential experimentation scenarios.



Integration of the Florence pilot platform with the Municipality of Florence app FellFlorence, guaranteeing a sustainability of the tool and avoiding duplications of money and efforts.



A nudging experimentation, using Web App, App FeelFlorence and other physical tools in order to orient citizens/tourist behavior to explore less known attractions around the pilot area or in the other Florence districts.



Analysis/monitoring of crowd flows through the sentiment analysis, also independently from tourist presences, thanks to the exploitation of citizens presences in specific sub-testing.



Sharing of the results of the sentiment analysis and nudging experimentation with project partners and also outside the project, thanks to the Herit-Data capitalization process, too.



"Florence Sunset" by Maëlick is licensed under CC BY-SA 2.0



Davide BRUNO - [heritdata@regione.toscana.it](mailto:heritdata@regione.toscana.it)  
Paolo NESI - [paolo.nesi@unifi.it](mailto:paolo.nesi@unifi.it)

