



SMITour

**Interreg
Euro-MED**



Co-funded by
the European Union



Output 3.1

Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



<https://smitour.interreg-euro-med.eu/>



Deliverable ID

Project acronym	SMITOUR
Project title	SMart Industrial Tourism in the Mediterranean
Project mission	Enhancing sustainable tourism
Project priority	Smarter MED
Specific objective	RSO1.1: Developing and enhancing research and innovation capacities and the uptake of advanced technologies
Type of project	Study
Project duration	1/1/24 – 31/3/26 (27 months)

Deliverable title	Testing roadmap for developing Smart Industrial Tourism in the Mediterranean
Deliverable number	Output 3.1
Deliverable type	Roadmap
Work package number	3
Work package title	Result amplification and mainstreaming
Activity name	Building the testing roadmap
Activity number	3.3
Partner in charge (author)	eZAVOD and Municipality of Prato
Partners involved	All partners

Document history

Versions	Date	Document status	Delivered by
Version 1.0	27/11/25	Draft V1	eZAVOD
Version 1.1	19/1/2026	Draft V1.1	Prato
Version 2.0	26/01/2026	Final	All partners



Table of contents

Introduction	6
Structure of the Testing Roadmap	7
Strategic Axes (Action Areas 1–7)	7
Instrumental Axes (Action Areas 8–13)	9
1. Framework for a Common Demonstration Methodology	11
Phase A: Diagnosis, Assessment, and Planning	11
Phase B: Prototyping and Content Development	11
Phase C: Pilot Testing, Refinement, and Launch	12
Phase D: Scaling, Integration, and Sustainability	13
2. Testing Tools and Protocols	14
Quality and Readiness Standards	14
Monitoring Tools and Business Intelligence	14
3. Stakeholder Mapping and Engagement Processes	16
Strategic & Enabling Actors (The Coordinators)	16
Operational & Experiential Actors (The Implementers)	16
Local & Support Actors (The Community)	17
4. Transnational Networking Approach	18
Governance and Institutionalization	18
Branding and Market Integration	18
5. Selection of Actionable Pilot Actions and Solutions	20
Digital Innovation and Interpretation Pilots (Action Area 3)	20
Sustainability, Site Readiness, and Economic Pilots (Action Areas 2, 6, 7, 13)	21
Annex 1 – Basis of Testing Roadmap in the Common Strategy and Action Plan	23
1. Basis in the Common Strategy	23
2. Basis in the Action Plan (Output 2.2)	24
3. Rationale for Testing	24
Annex 2 – Core values	26
1. Sustainable and Climate Resilient	26
2. Inclusive	26
3. Innovative	26
4. Competitive	27
5. High Quality	27
6. Gender Equality	27
7. Safe	27
Annex 3 – Action list with IDs	28
Table 1 (Phase 1 of implementation)	28
Table 2 (Phase 2 of implementation)	29
Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean	



SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

Table 3 (Phase 3 of implementation)	30
Annex 4 - Selection of actionable pilot actions and solutions ready to be tested in targeted territories	31



SMITour

**Interreg
Euro-MED**



Co-funded by
the European Union

Abbreviations

AI	Artificial Intelligence
AR	Augmented Reality
DMO	Destination Management Organization
ERIH	European Route of Industrial Heritage
IoT	Internet of Things
KPI	Key Performance Indicator
PA	Public Authority
PPP	Public-Private Partnership
SDG	Sustainable Development Goals
SMIT	Smart Industrial Tourism
SME	Small and Medium-sized Enterprise
SWOT	Strengths, Weaknesses, Opportunities, Threats
TICCIH	The International Committee for the Conservation of the Industrial Heritage
VR	Virtual Reality



SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

Executive summary

The present document “Testing roadmap for developing Smart Industrial Tourism in the Mediterranean”¹ Output 3.1 (O3.1) of the SMITour project, outlines the comprehensive Testing Framework for the implementation of Smart Industrial Tourism (SMIT) solutions in the Interreg Euro-MED Programme area. The framework serves as the operational blueprint, translating the strategic vision contained in the project’s Strategy and Action Plan - i.e. to establish the Mediterranean as a global leader for innovative, sustainable, inclusive, and authentic industrial tourism - into concrete, measurable, and scalable actions.

The framework is built upon the Common Strategy (Output 2.1) and Action Plan (Output 2.2), of the SMITour project, which address the challenges identified in the Transnational SWOT Analysis (Output 1.1), such as fragmented infrastructure, insufficient funding, skills gaps, and low visibility.

The Roadmap systematically defines the "how" of implementation, setting the basis for the solutions provided in the Thematic Roadmaps, Common Strategy and Action Plan of the SMITour project to be prototyped, tested, evaluated, and scaled across different governance levels and territorial scales within the Interreg Euro-MED Programme area.

¹ Hereinafter: the Roadmap

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



Introduction

The present “Testing roadmap for developing Smart Industrial Tourism in the Mediterranean” Output 3.1 (O3.1) of the SMITour project serves as the operational framework for implementing the solutions developed by the project – as contained in the Thematic Roadmaps, the Common Strategy and the Action Plan. Its overall objective is to support the development of Smart Industrial Tourism (SMIT) activities under the Action Areas described in the Common Strategy and Action Plan, and facilitate the implementation of actionable pilot actions described in the Thematic Roadmaps, that are ready to be tested in targeted territories.

The Roadmap sets the basis for the future implementation of the project’s proposed solutions by setting the working framework to assure the scaling up of the project results in the future phases of development. This is crucial for achieving the project's overall objective of providing a Common Strategy and Action Plan that can uphold the development of sustainable industrial tourism activities in the MED regions.

The Roadmap provides operational guidelines to test the solutions in terms of 5 Key Implementation Components (Chapters 1-5 below):

- A common demonstration methodology
- The testing tools and protocols
- The stakeholder mapping and engagement processes
- The transnational networking approach

and applies to

- A selection of actionable pilot actions and solutions ready to be tested in targeted territories, as outlined in the project’s Thematic Roadmaps.

In terms of collaboration and governance, the Roadmap also sets the basis for clustering stakeholders at the local, regional and transnational scales. This ensures that the solutions can be transferred and applied cohesively across the diverse regions involved in the project.

The following sections describe how the Roadmap operationalises the solutions developed by the SMITour project, drawing from the concepts, contents, actions, ideas and tools contained in the Thematic Roadmaps, Common Strategy and Action Plan.



Structure of the Testing Roadmap The 13 Action Areas

Structure of the Testing Roadmap

All the testing and implementation activities included in this Roadmap adhere to the 13 Action Areas described in the Common Strategy and the Action Plan, which constitute the basis for the entire Roadmap. The 13 Action Areas are segmented into two complementary axes: Strategic Axes (focusing on core thematic priorities) and Instrumental Axes (providing the practical mechanisms for implementation).

The seven Strategic Axes (Sections 5.1 through 5.7 in the Common Strategy) define the core thematic priorities of the strategy (Action Areas 1–7). These are: Identity & Branding, Authenticity, Innovation with Purpose, Collaboration/Clustering/Routes, Integrated Sustainability & Urban Planning, Inclusivity & Accessibility, and Climate Resilience.

The six Instrumental Axes (Sections 6.1 through 6.6 in the Common Strategy) provide the operational mechanisms and necessary resources for implementation (Action Areas 8-13). These are: Governance, Funding, Capacity Building, Communication and Marketing, Business Intelligence, and Infrastructure.

Each Action Area holds one overall Purpose and upholds specific objectives. This establishes the concept for the entire Testing Roadmap, as described in the following paragraphs².

Strategic Axes (Action Areas 1–7)

The Strategic Axes define the core principles and thematic priorities that guide the development of SMIT, ensuring the experience is valuable, memorable, and aligned with the overarching vision.

Action Area	Focus and Purpose	Specific Objectives
Action Area 1: Identity & Branding	To overcome fragmentation and low visibility by creating a strong and unified brand for Mediterranean SMIT that	1.1: Develop a unified brand identity, including a common narrative, visual guide, and promotional materials for the "Mediterranean

² Actions needed to achieve each Area's specific objectives are described in the Common Strategy and Action Plan (see the List of Sources and Annex 3 for details).



	communicates its unique value proposition. The brand itself becomes the mark of quality.	SMIT Network". 1.2: Establish a shared Quality Framework - defining standards for authenticity, visitor experience, safety, and sustainability - as the basis for membership in the Network and inclusion in official SMIT routes.
Action Area 2: Authenticity in Storytelling and Experience	To mandate that every SMIT experience is rooted in genuine historical narratives, real production processes, and the lived experiences of communities. Technology must enhance, not replace, authenticity.	2.1: Launch a transnational initiative to systematically collect, archive, and integrate oral histories from former industrial workers and their communities into site interpretations. 2.2: Establish clear ethical guidelines for the restoration and interpretation of industrial heritage, prioritizing historical integrity.
Action Area 3: Innovation with Purpose	To strategically use advanced technology (AR, VR, AI, gamification) to deepen understanding, broaden accessibility, and create immersive experiences without compromising authenticity.	3.1: Pilot and scale the use of AR and VR (and other tools) at diverse sites to reconstruct historical processes and make inaccessible areas visitable, often through "Living Labs". 3.2: Create a "SMIT Digital Toolkit" providing guidance and best-practice examples for sites to implement interactive technologies.
Action Area 4: Collaboration, Clustering, and Routes	To build resilient, interdisciplinary ecosystems by moving from promoting isolated sites to marketing branded, high-quality thematic routes that fuse industrial heritage with creative industries, gastronomy, and sports.	4.1: Facilitate the creation of formal regional SMIT clusters that are inherently interdisciplinary. 4.2: Design, map, and promote at least three transnational thematic routes showcasing hybrid experiences. 4.3: Implement a "Quality for Inclusion" Mechanism where adherence to the Quality Framework is mandatory for route inclusion.
Action Area 5: Integrated Sustainability and Urban Planning	To embed SMIT development within broader urban and territorial planning, ensuring sustainable mobility, resource management, and adaptive reuse of industrial buildings.	5.1: Integrate SMIT development into regional and urban planning documents, including mobility and land use plans. 5.2: Promote the adaptive reuse of derelict industrial buildings as a primary strategy for urban regeneration and heritage preservation. 5.3: Develop sustainable mobility solutions

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



		(public transport, cycling paths) to connect urban centers with peripheral SMIT sites.
Action Area 6: Inclusivity and Accessibility	To commit to universal design principles, breaking down physical, cognitive, social, and economic barriers to make SMIT experiences welcoming to the widest possible audience.	6.1: Conduct accessibility audits for all participating SMIT sites and support the implementation of phased upgrade plans. 6.2: Ensure all digital platforms and interpretive materials are available in multiple languages and accessible formats (e.g., subtitles, audio descriptions).
Action Area 7: Climate Resilience	To embed resilience into the SMIT model by designing high-quality, all-weather indoor attractions that reduce seasonality and educate visitors on climate action.	7.1: Develop and promote at least ten all-weather SMIT itineraries designed to strengthen tourism offerings during the shoulder seasons. 7.2: Integrate educational content on climate action, industrial transition, and the circular economy into the core narrative of participating sites.

Instrumental Axes (Action Areas 8–13)

The Instrumental Axes define the operational enablers, providing the necessary structure, resources, and tools to execute the Strategic Axes.

Action Area	Focus and Purpose	Specific Objectives
Action Area 8: Strengthening Governance Structures	To establish robust governance mechanisms that prevent fragmentation, facilitate decision-making, and ensure long-term strategic alignment.	1.1: Establish a transnational "Mediterranean SMIT Network" to coordinate strategy, share best practices, and manage joint projects. 1.2: Create clear guidelines and templates for establishing regional SMIT clusters and Public-Private Partnerships (PPPs).
Action Area 9: Securing Sustainable Funding	To move beyond dependency on short-term projects by creating a diversified funding portfolio and empowering sites to generate their own revenue.	2.1: Create a "SMIT Funding Guide" for stakeholders, mapping relevant EU, national, and regional funding opportunities. 2.2: Develop and pilot at least three different diversified revenue models, and Implement Public-Private

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



		Partnership (PPP) Development Programs.
Action Area 10: Building Capacity	To address identified skills gaps through targeted training and professional development programs for stakeholders in areas such as digital literacy, business planning, and heritage interpretation.	3.1: Design and deliver a standardized "SMIT Academy" training curriculum for guides and managers. 3.2: Launch a mentorship program connecting established SMIT sites with emerging ones and Small and Medium-sized Enterprises (SMEs).
Action Area 11: Enhancing Communication and Marketing	To build a strong unified brand and attract visitors through a professional and coordinated multi-channel communication strategy.	4.1: Launch a unified digital platform (website and mobile/web app) for the Mediterranean SMIT brand, and Develop a Unified Digital Marketing Strategy & Tools. 4.2: Organize Familiarization (FAM) Trips for international tour operators and media.
Action Area 12: Implementing Business Intelligence	To establish a system for business intelligence, focusing on the standardized collection and analysis of key data to measure impact, identify trends, and adapt the strategy effectively.	5.1: Develop & Implement a Standardized KPI Dashboard & Data Collection methodology for all participating sites. 5.2: Publish an annual "State of Mediterranean SMIT" Report based on collected data to track progress and inform strategic adjustments.
Action Area 13: Improving Infrastructure	To address the physical readiness of sites and the connectivity between them, ensuring they are safe, accessible, and easy to navigate.	6.1: Define and disseminate a "SMIT Site Readiness Checklist" outlining minimum standards for safety, accessibility, visitor facilities, and interpretation. 6.2: Implement a unified physical and digital signage system for all official SMIT thematic routes.

The overall framework above is concretely delivered through the 5 Key Implementation Components below, which detail the steps for 1) the demonstration, 2) testing, 3) mapping and 4) clustering that are to be applied to 5) the selected pilot actions at hand.



Component 1

Common Demonstration Methodology

1. Framework for a Common Demonstration Methodology

The implementation of the project solutions requires a standardized yet flexible methodology to ensure consistency, measurability, and authenticity across diverse regional contexts. The common demonstration methodology is based on an iterative and collaborative approach, drawing on the principles and tools that the project has already used during the SMITour workshops giving rise to the Thematic Roadmaps - such as Design Thinking and the Business Model Canvas (BMC). The core framework is organized into four sequential phases, anchored by the Living Lab concept:

Phase A: Diagnosis, Assessment, and Planning

This phase establishes the foundational readiness for industrial tourism development.

Step	Description & Purpose	Example Tasks (Source)
A.1. Heritage & Needs Assessment	Conduct comprehensive site assessments focusing on accessibility, safety, environmental impact, and visitor readiness. Document historical and innovative elements.	Implement the SMIT Site Readiness Checklist and conduct Accessibility Audits for priority sites.
A.2. Narrative Definition	Document and collect oral histories from former workers and community members to establish authentic narratives (intangible heritage preservation).	Launch the Transnational Oral History & Archiving Program. Define storytelling elements connecting industrial legacy to contemporary sustainability.
A.3. Strategic Roadmap Development	Consolidate findings into a detailed plan, including timelines, phased implementation strategies, and resource requirements. Formalize regional governance (Cluster formation).	Develop SMIT-Integrated Urban & Spatial Planning Guidelines. Formalize the Mediterranean SMIT Network & Steering Committee.

Phase B: Prototyping and Content Development

This phase focuses on creating and refining the interactive and technological components of the visitor experience.



Step	Description & Purpose	Example Tasks (Source)
B.1. Living Lab Establishment	Designate and fund specific industrial sites as "Living Labs" to pilot and test new AR/VR applications, gamified experiences, and AI-powered tools in collaboration with tech partners.	Establish 2–3 initial Living Labs focused on digital prototyping.
B.2. Digital Prototyping	Develop interactive and educational content, including storyboards for immersive experiences. Focus on multi-sensory and multilingual content standards.	Create the SMIT Digital Toolkit. Design VR/AR experiences to reconstruct inaccessible sites (e.g., Prato’s underground water systems) or past processes.
B.3. Experience Modularization	Structure itineraries into flexible, thematic modules to accommodate diverse visitor profiles (families, students, professionals) and mitigate accessibility challenges.	Design modular tour packages that combine industrial heritage with cross-sectoral overlays (gastronomy, nature, cinema).

Phase C: Pilot Testing, Refinement, and Launch

The prototypes are tested in real-world scenarios, feedback is collected, and the offer is refined before wider scaling.

Step	Description & Purpose	Example Tasks (Source)
C.1. Pilot Execution	Execute controlled pilot activities, testing key elements like guided tours, digital applications, merchandising models, and workshops.	Launch Pilot Tourism Activities and gather immediate insights. Implement Public-Private Partnership (PPP) Development Programs.
C.2. Feedback Collection & Evaluation	Systematically collect visitor feedback through surveys, interviews, and digital analytics. Analyze data against predefined Key Performance Indicators (KPIs).	Develop & Implement Standardized KPI Dashboard & Data Collection systems.
C.3. Refinement and Launch	Adjust the tourism program based on feedback, addressing gaps and enhancing experiences. Formalize successful pilots into market-ready products.	Refine tourism offerings and initiate the full program launch. Develop a Unified Digital Marketing Strategy (I4.1).



Phase D: Scaling, Integration, and Sustainability

Successful models are scaled across regions, integrated into formal governance structures, and monitored for long-term viability.

Step	Description & Purpose	Example Tasks (Source)
D.1. Cluster and Route Scaling	Expand successful regional clusters. Curate and officially brand Transnational Thematic SMIT Routes.	Design and Brand Transnational Thematic SMIT Routes (Textiles, Mining, Maritime). Implement the "Quality for Inclusion" Mechanism.
D.2. Policy Integration	Formally embed SMIT into national tourism and regional development strategies. Develop new funding instruments.	Produce Annual "State of Mediterranean SMIT" Reports to inform policy review cycles.
D.3. Consolidation	Establish long-term governance and financial sustainability measures, including creating a Knowledge & Innovation Lab.	Secure Long-term Viability



Component 2 Testing Tools and Protocols

2. Testing Tools and Protocols

The following testing tools and protocols are essential for monitoring progress (Progress Monitoring) and validating the long-term success (Measuring Success) of SMIT experiences. These tools focus heavily on quality, safety, digital performance, and sustainability impact.

Quality and Readiness Standards

SMIT Quality Framework (A1.2): A comprehensive, practical framework defining minimum standards for authenticity, visitor experience, safety, sustainability, and accessibility. Adherence to this framework is a mandatory prerequisite for sites to be included in officially branded clusters and routes ("Quality for Inclusion" Mechanism, A4.3).

SMIT Site Readiness Checklist (I6.1): A practical checklist for sites to self-assess and PAs to monitor, covering essential minimum standards for safety, accessibility, visitor facilities, interpretation, and digital connectivity.

Ethical Guidelines (A2.2): Guidelines for historically accurate and ethical interpretation and restoration, ensuring content integrity and preventing superficial representations. These must be integrated into criteria for public funding for heritage restoration projects.

Accessibility Audits (A6.1): Tools and training for PAs to conduct accessibility audits based on universal design principles, leading to phased upgrade plans.

Monitoring Tools and Business Intelligence

The core mechanism for monitoring success is the Standardized KPI Dashboard (I5.1).

KPI Focus Area	Key Indicators (KPIs)	Measurement Method (Source)	Relevance
Visitor Experience	Visitor Numbers, Visitor Satisfaction Rate, Repeat Visitors.	Post-visit surveys (digital and on-site), ticketing systems, feedback forms, AI chatbots.	Measures the appeal and quality of the experience.

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



Digital Engagement	Website traffic, Digital content usage (AR/VR views, interactions), Engagement with digital tools.	Digital analytics (Google Analytics), usage statistics, content review.	Reflects the success of technological integration, especially appealing to younger audiences.
Financial Viability	Revenue from tours and merchandise, Diversity of funding sources, Average ticket per visitor.	Financial reports, sales and income analysis, tracking funding streams.	Ensures financial stability and reduces reliance on a single income source or short-term project funding.
Sustainability/Impact	Reduction in energy consumption, Waste reduction/recycling rates, Ecological impact, Environmental KPIs.	Monitoring energy usage pre/post-upgrades, waste generated records, Sustainability KPIs Dashboard.	Demonstrates alignment with sustainability goals and environmental responsibility.
Partnership/Governance	Number of partnership agreements formalised, Participation in educational activities, % of sites adhering to Quality Framework.	Legal documentation, training attendance records, self-assessment/audit checks.	Confirms progress in securing crucial collaborations and maintaining standards.



Component 3 Stakeholder Mapping and Engagement Processes

3. Stakeholder Mapping and Engagement Processes

The success of the SMIT Action Plan hinges entirely on profound cross-sectoral collaboration. The mapping process identifies three primary tiers of stakeholders:

Strategic & Enabling Actors (The Coordinators)

These actors are responsible for policy alignment, resource mobilization, and governance.

Stakeholder Group	Role in SMIT Implementation (Source)	Engagement Process
Public Authorities (PAs) (National, Regional, Local)	Pivotal in enabling, coordinating, and sustaining the ecosystem. Responsible for policy alignment, regulation, funding mobilization, governance, and capacity building.	Formalize the Mediterranean SMIT Network (I1.1). Integrate SMIT into urban and regional master plans (A5.1). Lead data collection and monitoring (I5.1).
Destination Management Organizations (DMOs)	Marketing, tourism portfolio integration, targeting new audiences, developing and promoting branded routes.	Organize Familiarization (FAM) Trips for tour operators (I4.2). Co-design and brand Transnational Thematic SMIT Routes (A4.2).
Academia & Research	Innovation, technological expertise, curriculum development, research, and technical support in heritage management.	Establish SMIT "Living Labs" (A3.1). Design and deliver the "SMIT Academy" Curriculum (I3.1).

Operational & Experiential Actors (The Implementers)

These actors provide the physical sites, authentic content, and frontline services.

Stakeholder Group	Role in SMIT Implementation (Source)	Engagement Process
SMEs (Active)	Anchors of Experience. Provide	Develop and formalise



Industries/Crafts)	authentic spaces (factories, workshops) and act as narrators of industrial culture. Crucial for sustainability storytelling (circular economy).	collaboration agreements (MoUs) to ensure predictable access. Participate in Peer Mentorship & Exchange Programs (I3.2).
Cultural Institutions & Site Managers	Preservation, archiving, content creation (storytelling), and curatorial guidance (museums, archives, heritage foundations).	Launch a Transnational Oral History & Archiving Program (A2.1). Co-create educational programs and workshops (KA5.1).
Creative Industries & Tech Providers	Design immersive digital solutions (AR/VR/AI), exhibition design, and marketing. Key to enhancing visitor engagement.	Participate in Living Labs (A3.1). Contribute to the SMIT Digital Toolkit (A3.2).

Local & Support Actors (The Community)

These actors ensure local rootedness, authenticity, and long-term stewardship.

Stakeholder Group	Role in SMIT Implementation (Source)	Engagement Process
Community Associations / NGOs	Providing authentic content (oral histories), organizing local events, facilitating intergenerational learning, and advocating for inclusive development.	Co-creation workshops to co-design tour formats and educational content. Engagement in restoration and activation programs (e.g., volunteering).
Financial/Investment Agencies	Mobilizing funding, expertise in PPP formation, and identifying revenue streams.	Implement Public-Private Partnership (PPP) Development Programs (I2.2). Publish the comprehensive SMIT Funding Guide (I2.1).



SMITour

Interreg
Euro-MED



Co-funded by
the European Union

Component 4

Transnational Networking Approach

4. Transnational Networking Approach

Transnational collaboration is key to overcoming fragmentation, maximizing resources, and positioning the Mediterranean SMIT offer internationally.

Governance and Institutionalization

Formalize the Mediterranean SMIT Network (I1.1): This Network, along with its Steering Committee, establishes the legal and operational framework for coordination, setting the mandate, membership, and governance procedures.

Regional Cluster Governance Templates (I1.2): Develop adaptable templates (MoUs, organizational charts) for formalizing regional SMIT clusters, ensuring cohesion and consistency across different legal environments.

Establishment of Regional SMIT Clusters (A4.1): Launch structured workshops to facilitate multi-sectoral cluster formation (linking industrial sites, creative hubs, culinary producers, etc.). These clusters should be based on thematic synergies (e.g., wine, textile, craft).

SMIT Academy and Peer Mentorship (I3.1, I3.2): Deliver a unified modular training program ("SMIT Academy") across the network. Establish a formal Peer Mentorship and Exchange Program for knowledge transfer between experienced managers and emerging sites.

Branding and Market Integration

Co-create the Mediterranean SMIT Brand Identity (A1.1): Design a unified brand narrative, visual identity, and messaging to position SMIT as a high-quality product internationally.

Design and Brand Transnational Thematic SMIT Routes (A4.2): Curate, map, and officially brand at least three initial thematic routes (e.g., Textiles, Mining, Maritime). Inclusion must be linked to adherence to the SMIT Quality Framework (A4.3).

Digital Unification via the "Digital Password": This prototype system aims to unify dispersed industrial sites under a common digital brand and infrastructure. It will facilitate



SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

seamless access, integrate storytelling content, and act as a collective promotional platform, connecting dispersed experiences into one coherent national network.

International Networking: Actively integrate Mediterranean routes into prominent heritage networks such as the European Route of Industrial Heritage (ERIH) and TICCIH.



Component 5 Selection of Actionable Pilot Actions and Solutions

5. Selection of Actionable Pilot Actions and Solutions

The Action Plan details over 40 actions within the 13 Action Areas (see Annex 3). The initial phase of implementation of its actions focuses on high-impact pilot projects that are ready to be tested in targeted territories. The following are just a few samples of pilots that could be tested by the present framework.

Digital Innovation and Interpretation Pilots (Action Area 3)

Pilot Action	Description & Relevance	Testing Contexts (Source)
Establish SMIT "Living Labs" for Digital Prototyping (A3.1)	Designate 2-3 specific industrial sites as labs to test new AR/VR applications and gamified experiences. This fosters collaboration between academia (Universities), tech startups, and site managers.	Holcim (Barcelona): Testing VR/AR tools to showcase complex production lines and decarbonization efforts. Prato: Testing AR to reconstruct underground "gore" water systems and lost industrial settings.
Transnational Oral History & Archiving Program (A2.1)	Collect, digitize, and integrate oral histories from former workers into site interpretations. Ensures the human stories behind the machines are preserved and shared.	Greece: Capturing oral histories of workers, entrepreneurs, and social transformations, especially for traditionally inactive sites or technological heritage. Prato: Collecting narratives from <i>cenciaioli</i> (rag sorters) to reinforce the textile recycling narrative.
AI-Powered Services and Multilingual Content (A6.2)	Develop guidelines and prototypes for digital content (apps, websites) to ensure multilingual support and features for visual, hearing, and cognitive accessibility.	Prato: Testing inclusive services through AI-powered narration and chatbots. Móra la Nova: Development of digital resources and audio guide systems adapted for people with special needs (AC5.4).



Sustainability, Site Readiness, and Economic Pilots (Action Areas 2, 6, 7, 13)

Pilot Action	Description & Relevance	Testing Contexts (Source)
Accessibility Upgrades & Multi-Sensory Content (A6.1, A6.2)	Implement phased physical upgrades (ramps, signage) and digital improvements (audio descriptions, simplified text) based on universal design principles.	Móra la Nova: Implementation of accessibility improvements in infrastructure, including ramps and adapted signage (AC5.3). Prato: Upgrades needed for riverside and heritage sites (Water Route).
Sustainable Retail and Merchandising Lines (KA6)	Develop new revenue streams through themed products and retail spaces, linking the items directly to the site's authentic industrial narrative.	Móra la Nova: Creation and operation of a railway themed bar-restaurant (AC2.1) and design of railway merchandising products (AC2.2). Prato: Launching a dedicated Merchandising Line (M17) and establishing a Textile Excellence Store in the city center (M19).
Promote "All-Weather" SMIT Itineraries (A7.1)	Map sites suitable for year-round visitation to reduce seasonality and sustain tourism flows outside the peak summer period.	Prato: Focusing on hybrid formats (Water Route) that combine indoor/outdoor sites and AR/VR components to ensure experiences are resilient to adverse weather.





SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

This detailed Testing Framework provides the operational methodology and measurement tools required to successfully implement SMITour' Smart Industrial Tourism Strategy and Action Plan across the Interreg Euro-MED productive districts. By institutionalizing the Living Lab approach for innovation testing, mandating adherence to the SMIT Quality Framework, and fostering interdisciplinary clustering, the framework ensures that SMIT development is systematic, data-driven, and aligned with core values of authenticity, sustainability, and inclusivity.

The framework serves as the collective commitment for all stakeholders—from PAs coordinating the Mediterranean SMIT Network to SMEs prototyping solutions—to transform industrial assets into resilient, unique cultural attractions that diversify the region's tourism offer and drive regional regeneration. Success hinges on continuous adaptation, driven by the data collected through the Standardized KPI Dashboard and reported in the "State of Mediterranean SMIT" Reports.





Annexes

Annex 1 – Basis of Testing Roadmap in the Common Strategy and Action Plan

The Testing Roadmap for developing Smart Industrial Tourism (SMIT) in the Mediterranean (Output 3.1) is fundamentally based on the Common Strategy (Output 2.1) and the Action Plan (Output 2.2). It serves as the final operational layer, translating the strategic vision and detailed implementation steps of these two major outputs of the project into a validated, measurable, and scalable framework. The Testing roadmap is explicitly designed to exploit the thematic roadmaps and the Action Plan.

1. Basis in the Common Strategy

The Common Strategy (Output 2.1) is the foundational document that defines the overarching vision, mission, core values, and strategic priorities for SMIT in the Mediterranean. The Testing Roadmap must ensure that the solutions being tested align with this established strategic direction.

Vision and Objectives The Strategy sets the long-term objectives (e.g., to diversify tourism, integrate advanced technologies, ensure sustainability). The Testing Roadmap must define protocols that measure whether the pilot solutions successfully contribute to achieving these objectives.

The 13 Axes Framework The Strategy is built upon seven Strategic Axes (e.g., Identity & Branding, Authenticity, Innovation with Purpose) and six Instrumental Axes (e.g., Governance, Funding). The Testing Roadmap uses these 13 areas to structure the testing framework, ensuring that innovation (AA3) is balanced with authenticity (AA2) and accessibility (AA6).

Core Values The Strategy defines seven core values, including Sustainable and Climate Resilient, Inclusive, and High Quality. The Testing Protocols defined in the roadmap must incorporate specific criteria (e.g., accessibility audits, environmental metrics) to certify that solutions adhere to these non-negotiable values.

SWOT Diagnosis The Strategy synthesizes key findings from the transnational SWOT analysis (Output 1.1). The Testing Roadmap must design measurement tools (KPIs) aimed specifically at addressing the Weaknesses (e.g., skills gaps, fragmented infrastructure) and maximizing the Opportunities (e.g., technological innovation, thematic routes) identified in the diagnosis.



2. Basis in the Action Plan (Output 2.2)

The Action Plan (Output 2.2) is the detailed operational blueprint that translates the strategy into concrete, actionable steps ("how it will be achieved"). The Testing Roadmap takes the detailed actions of the Action Plan and establishes the mechanisms for their controlled validation.

Detailed Actions The Action Plan specifies individual actions within the 13 Axes. The Testing Roadmap uses these actions to define the scope of the testing and validation activities.

Implementation Steps The Action Plan outlines the actions, actors, resources, policies, tools, and other instruments needed to develop SMIT. The Testing Roadmap leverages this detailed planning to jointly define the framework for a common demonstration methodology and the testing tools and protocols.

Clustering Requirement The Action Plan explicitly defines the goal to cluster stakeholders to develop new SMIT activities and to turn industrial assets into unconventional attractions. The Testing Roadmap formalizes the precise clustering mechanisms required at the local, regional, and transnational scales to make this collaboration effective and measurable.

Actors and Stakeholders The Action Plan identifies the critical role of Public Authorities (PAs), SMEs, and other partners in implementation. The Testing Roadmap uses this identification to define the stakeholder mapping and engagement processes necessary to involve the 4-helix actors (public, industry, technology, community) during the testing phase.

3. Rationale for Testing

The reliance on the Strategy and Action Plan is critical because the SMITour project is a Study Project. The primary purpose of the Testing Roadmap is to guarantee the durability and transferability of the project results. The Testing Roadmap serves to:

1. **Assuring Scaling Up:** The primary reason for the roadmap is to set the evaluation and of the testing roadmap with the aim to assure the scaling up of project results in future phases. By standardizing the testing protocols, the successful solutions developed during the project lifetime can be replicated and adopted by organizations elsewhere in the Med regions.
2. **Validating Solutions:** The Strategy and Action Plan propose innovative solutions—such as combining industrial tourism with advanced technologies (AR/VR/MR) or devising new business models. The Testing Roadmap provides the rigorous, scientific



SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

methodology (as ensured by partners like Iscte and EFRI) to validate if these proposed solutions are effective, viable, and ready for full policy adoption.

3. **Transferability and Mainstreaming:** The roadmap contributes to the transferring of project results and the mainstreaming approach. By defining the implementation mechanisms for the Strategy, it ensures that the project outputs can be integrated into the work of local and regional PAs who are responsible for designing and implementing tourism policies.



SMITour

Interreg
Euro-MED



Co-funded by
the European Union

Annex 2 – Core values

The framework is guided by seven core values. These values serve as a compass for all strategic initiatives, ensuring that every project, partnership, and experience contributes to a model of SMIT that is responsible, equitable, and excellent. Every action undertaken within the SMIT Action Plan must inherently reflect and reinforce these foundational principles.

The seven core values are:

1. Sustainable and Climate Resilient

This value represents a deep commitment to creating a tourism model that is environmentally responsible, economically viable, and socially beneficial. It involves prioritizing the adaptive reuse of industrial buildings, integrating renewable energy, and minimizing waste and water consumption. Furthermore, it mandates proactively designing all-weather attractions and low-impact experiences that are resilient to the effects of climate change, thereby ensuring the long-term health of both the heritage sites and the tourism sector.

2. Inclusive

Inclusivity ensures that Smart Industrial Tourism is accessible and welcoming to everyone. This commitment applies regardless of physical, sensorial, or cognitive ability, age, language, or socio-economic background. This value mandates the application of universal design principles in all infrastructure, including ramps and accessible facilities, and in digital tools, such as features with multilingual options and accommodations for the visually and hearing impaired. It also promotes social inclusivity through targeted programs and fair pricing structures to remove barriers.

3. Innovative

Innovation is described as the engine of SMIT. This value drives the creative use of technology—such as Augmented Reality (AR) and Virtual Reality (VR)—as a powerful tool for storytelling and engagement, not merely as a gimmick. It involves leveraging immersive tools to reconstruct past environments, using gamification to make learning enjoyable for families, and exploring Artificial Intelligence (AI) for personalized visitor journeys. This value also extends to business models, educational formats, and cross-sectoral partnerships, ensuring the SMIT offer remains dynamic, relevant, and captivating.



SMITour

Interreg
Euro-MED



Co-funded by
the European Union

4. Competitive

To thrive in the global market, Mediterranean SMIT must offer a distinct and compelling value proposition. Competitiveness is achieved by creating a strong competitive edge by highlighting the unique and authentic industrial stories that cannot be replicated elsewhere. It requires building high-quality, professionally managed experiences, developing strong thematic routes, and positioning SMIT as an enriching complement to the region's other established tourism offers, thus enhancing the overall attractiveness of the Mediterranean.

5. High Quality

A commitment to high quality is non-negotiable across every facet of the visitor experience. This value encompasses multiple areas: the accuracy of historical interpretation, the seamless functionality of digital tools, the professionalism and knowledge of guides, and the safety and cleanliness of the facilities. Upholding high standards of quality is fundamental to achieving visitor satisfaction, generating positive word-of-mouth, and building the long-term credibility and reputation of the Mediterranean SMIT brand.

6. Gender Equality

This value ensures a conscious effort to achieve gender equality in both narrative and practice. It mandates actively researching and giving visibility to the often-overlooked roles and contributions of women in the region's industrial past. Furthermore, it involves ensuring equal opportunities for women in management, guiding, and decision-making roles within the SMIT sector, and designing economic opportunities that empower and benefit women in local communities.

7. Safe

The safety of visitors and staff is the highest priority, especially in environments that may include active industrial operations or fragile heritage structures. This value is operationalized through rigorous safety audits, clear and accessible emergency procedures, regular infrastructure maintenance, and comprehensive training for all personnel. A safe environment forms the foundation upon which trust and a positive visitor experience are built.



Annex 3 – Action list with IDs

The following tables report the details of the actions envisaged in the Common Strategy and Action Plan for each Action Area in the three phases of implementation of the Action Plan.

Table 1 (Phase 1 of implementation)

Action Area	Action ID	Action Description	Lead Actor(s)	Notes/Dependencies
Identity & Branding	A1.1	Co-create the Mediterranean SMIT Brand Identity	Transnational SMIT Network, Branding/Marketing Experts	Requires broad stakeholder engagement.
	A1.2	Develop and Implement the SMIT Quality Framework	Quality Task Force, Site Managers, Accessibility Experts	Requires expert consultation.
Authenticity	A2.1	Launch Transnational Oral History & Archiving Program	Cultural Institutions, Universities, Local PAs	Requires local community engagement.
	A2.2	Develop Ethical Guidelines for Heritage Interpretation & Restoration	Heritage Conservationists, TICCIH, Architectural Faculties	Consult with international bodies.
Innovation with Purpose	A3.1	Establish SMIT "Living Labs" for Digital Prototyping (initial)	Universities, Tech Startups, Regional PAs	Selection of 2-3 pilot sites.
	A3.2	Create and Promote the "SMIT Digital Toolkit"	Transnational SMIT Network, Tech Experts	Depends on A3.1 lessons learned.
Collaboration, Clustering, and Routes	A4.1	Facilitate Formation of Interdisciplinary Regional SMIT Clusters (initial)	Regional Development Agencies, DMOs, Local PAs	Focus on 1-2 clusters per partner region.
	A4.3	Implement a "Quality for Inclusion" Mechanism (initial setup)	Transnational SMIT Network, Regional PAs	Depends on A1.2 finalization.
Integrated Sustainability & Urban Planning	A5.1	Develop SMIT-Integrated Urban & Spatial Planning Guidelines	Urban Planners, Regional PAs, Tourism Boards	Requires inter-departmental collaboration.
Inclusivity & Accessibility	A6.1	Implement Comprehensive Accessibility Audits & Upgrade Plans (initial)	Accessibility Experts, SMIT Site Managers, Local PAs	Focus on priority sites identified in initial cluster.
Climate Resilience	A7.2	Integrate Climate Action & Circular Economy Narratives (initial content)	Environmental NGOs, Educators, SMIT Site Managers	Development of content modules.



Governance	I1.1	Formalize the "Mediterranean SMIT Network" & Steering Committee	All Partner PAs, Legal Experts	Critical foundational step.
	I1.2	Develop & Disseminate Regional Cluster Governance Templates	Regional Development Agencies, Legal Advisors	Template development.
Funding	I2.1	Create a Comprehensive "SMIT Funding Guide"	Funding Task Force, EU Project Managers	Initial version, requires ongoing updates.
Capacity Building	I3.1	Design & Deliver the "SMIT Academy" Curriculum (initial modules)	Universities, Vocational Training Centers	Curriculum development for core modules.
Communication & Marketing	I4.1	Develop a Unified Digital Marketing Strategy & Tools (initial)	Marketing Agencies, DMOs, Transnational SMIT Network	Website/App core structure.
Business Intelligence	I5.1	Develop & Implement Standardized KPI Dashboard & Data Collection	Business Intelligence Experts, Regional PAs	Dashboard prototype.
Infrastructure	I6.1	Disseminate & Monitor the "SMIT Site Readiness Checklist"	Regional PAs, Site Managers, Infrastructure Experts	Self-assessment phase.

Table 2 (Phase 2 of implementation)

Action Area	Action ID	Action Description	Lead Actor(s)	Notes/Dependencies
Identity & Branding	A1.2 a	Quality Framework Adherence Monitoring (ongoing)	Quality Task Force, Regional PAs	Continuous.
Innovation with Purpose	A3.1 a	Scale SMIT "Living Labs" (additional sites/technologies)	Universities, Tech Startups, Regional PAs	Expansion to 5-7 sites.
Collaboration, Clustering, and Routes	A4.1a	Facilitate Formation of Interdisciplinary Regional SMIT Clusters (expansion)	Regional Development Agencies, DMOs, Local PAs	Target all partner regions.
	A4.2	Design and Brand Transnational Thematic SMIT Routes	Transnational SMIT Network (Route Task Force), DMOs	Focus on first 3 routes.
	A4.3a	Quality for Inclusion Mechanism (full operation)	Transnational SMIT Network, Regional PAs	Linked to A1.2.
Integrated Sustainability & Urban Planning	A5.1 a	Pilot Sustainable Mobility Solutions to SMIT Sites	Local/Regional PAs (Transport Depts.), Public Transport Operators	2-3 pilot projects.



Inclusivity & Accessibility	A6.1a	Accessibility Upgrades Implementation (full scale)	Accessibility Experts, SMIT Site Managers, Local PAs	Based on audits from A6.1.
	A6.2	Develop Multilingual & Multi-Sensory Digital Content Standards	Digital Content Developers, Language Specialists	Guideline development & dissemination.
Climate Resilience	A7.1	Identify & Promote "All-Weather" SMIT Itineraries	DMOs, SMIT Site Managers, Tour Operators	Marketing campaigns for shoulder seasons.
Funding	I2.2	Implement Public-Private Partnership (PPP) Development Programs	National Investment Agencies, Legal Firms, Regional PAs	Workshops and matchmaking.
Capacity Building	I3.1a	Deliver "SMIT Academy" Curriculum (full scale)	Universities, Vocational Training Centers	Broader participation.
	I3.2	Establish a Peer Mentorship & Exchange Program	Transnational SMIT Network, Experienced Site Managers	Platform launch & initial pairings.
Communication & Marketing	I4.1a	Unified Digital Marketing Strategy (full implementation)	Marketing Agencies, DMOs, Transnational SMIT Network	Active campaigns.
	I4.2	Organize Familiarization (FAM) Trips for Tour Operators & Media	DMOs, Tour Operators, National Tourism Boards	Multiple trips over the period.
Business Intelligence	I5.1a	Standardized KPI Dashboard & Data Collection (full operation)	Business Intelligence Experts, SMIT Site Managers	Ongoing data collection & analysis.
	I5.2	Produce Annual "State of Mediterranean SMIT" Reports	Transnational SMIT Network, Research Institutions	Two reports during this phase.
Infrastructure	I6.2	Develop & Deploy Unified Signage and Wayfinding System for Routes	Local/Regional PAs, Road Authorities, Branding Experts	Design & initial installation on key routes.

Table 3 (Phase 3 of implementation)

Action Area	Action ID	Action Description	Lead Actor(s)	Notes/Dependencies
All Axes (Continuous)	Ongoing	Continuous Monitoring, Evaluation & Adaptation	Transnational SMIT Network, All PAs & Stakeholders	Integrated into ongoing operations.
Strategic/Instrumental (Innovation & Expansion)	Ongoing	New SMIT product development, route expansion, tech upgrades	Various	Responsive to market and tech trends.



Annex 4 - Selection of actionable pilot actions and solutions ready to be tested in targeted territories

Pilot 1	The Energy of the Tagus: From Steam to Sustainability
Location	Tejo Power Station and National Rope Factory - Lisbon (Portugal)
Industry concerned by the pilot	The pilot itinerary bridges the past industrial sectors of energy production and maritime manufacturing, represented by the historic Tejo Power Station and National Rope Factory, with the living creative industries and circular economy practices currently thriving within the repurposed industrial complex of LX Factory.
Target audience	<p>Aligning with the Action Plan's focus on diversifying tourism and reducing seasonality and based on the pilot's interdisciplinary nature, blending history, technology, and active sustainability, the itinerary is designed to appeal to two primary high-value segments and one crucial secondary segment.</p> <ol style="list-style-type: none"> 1. Primary Segment: The "Cultural Explorer" & "Heritage Enthusiast" <ul style="list-style-type: none"> • Typically aged 35–60, these travelers seek authentic, educational experiences that go beyond standard sightseeing. They value deep storytelling and historical context. This group is drawn to the "Workers' Perspective" tour at the MAAT and the historical depth of the oral histories. They are likely to appreciate the "Time-Window" AR tool not as a gimmick, but as a way to visualize the historical context of the industrial waterfront. 2. Primary Segment: The "Eco-Conscious Creative" (Gen Z & Millennials) <ul style="list-style-type: none"> • Younger travelers (20–40) motivated by sustainability, active travel, and participatory experiences. They prefer "doing" over "seeing" and are sensitive to the environmental footprint of their travel. The sustainable mobility transfer (bike/e-shuttle) and the hands-on "Circular Design Workshop" at LX Factory are key hooks. This demographic is also the early adopter group for the AR Web-App and appreciates the narrative shift from "industrial exploitation" to "climate transition". 3. Secondary Segment: Educational Groups & Local Community <ul style="list-style-type: none"> • Local schools, universities, and community associations. The itinerary serves as a powerful STEAM educational tool. The content covers history (industrial revolution), science (energy transition), and citizenship (labor rights).



Brief description	<p>The primary objective of this pilot is to diversify Lisbon’s tourism offer by creating a cohesive, interdisciplinary industrial tourism product that links the city’s historical energy infrastructure with contemporary sustainability challenges. By connecting the MAAT (Museum of Art, Architecture and Technology) and the Tejo Power Station with the Cordoaria Nacional (National Rope Factory) and the creative hub of LX Factory, the pilot aims to shift tourist flows from the congested Belém center to the wider industrial waterfront. It seeks to demonstrate how industrial heritage can serve as a "Living Lab" for climate education while preserving the memory of the "invisible workforce".</p> <p>Storytelling & Narrative: The core narrative, "Powering the City: From Coal to Creativity," traces Lisbon’s evolution through the lens of energy and labor. It tells the story of the transition from the "hard" energy of coal-burning furnaces that electrified 20th-century Lisbon to the "soft" energy of creativity and sustainability driving the city today. The narrative emphasizes Social Sustainability by highlighting the grueling lives of stokers and rope makers, linking their historical resilience to modern themes of circular economy and urban regeneration.</p> <p>Pilot Site & Itinerary Description</p> <p>The itinerary is a half-day multi-modal route along the Tagus waterfront:</p> <ol style="list-style-type: none">6. The Power Hub (Start): A specialized "Workers' Perspective" tour at MAAT/Tejo Power Station, focusing on the boiler rooms and human stories rather than just machinery.7. The Green Connection: A guided bike or e-shuttle transfer along the river to Alcântara, promoting sustainable mobility. This leg interprets the changing landscape of the docks and the Cordoaria Nacional (exterior interpretation) as a bridge between maritime and industrial history.8. The Creative Lab (End): The tour concludes at LX Factory (a repurposed industrial complex) with a hands-on "Circular Design Workshop." Here, visitors use industrial scrap materials (textile or wire waste) to create small functional objects, bridging the gap between historical craftsmanship and modern recycling. <p>Digital Prototype</p> <p>The pilot will introduce an Augmented Reality (AR) "Time-Window" Web-App. Rather than a downloadable app, this browser-based tool</p>
-------------------	--



	<p>allows visitors to scan QR codes at three specific outdoor viewpoints between Belém and Alcântara.</p> <ul style="list-style-type: none"> • Function: It overlays historical 3D reconstructions (e.g., coal barges unloading on the river, smoke plumes from 1940s stacks) onto the current view. • Role: This enhances the "empty" spaces between sites, visualizing the bustling industrial past that is no longer visible, thus maintaining engagement during the transfer leg without replacing the physical guide. <p>Educational Content The visit integrates STEAM (Science, Technology, Engineering, Arts, Math) principles:</p> <ul style="list-style-type: none"> • Historical/Social: Listening to digitized oral histories of former workers to understand labor rights and social conditions. • Environmental: A specific module comparing the carbon footprint of the old coal station with modern renewable solutions, educating visitors on the climate transition. • Practical: The workshop teaches the principles of the circular economy (resource efficiency and adaptive reuse) through direct action.
Stakeholders involved	<p>Based on the collaborative framework outlined in the Action Plan, particularly the creation of Interdisciplinary Regional Clusters and Public-Private Partnerships, the following stakeholders are essential for the "Energy of the Tagus" pilot.</p> <p>Stakeholders Involved</p> <ul style="list-style-type: none"> • Fundação EDP (MAAT - Tejo Power Station) <ul style="list-style-type: none"> o Role: <i>Product & Authenticity</i> o Contribution: As the primary industrial heritage site manager, they provide access to the Boiler Room for the specialized "Workers' Perspective" tour. They lead the collection and integration of oral histories into the site interpretation. • Câmara Municipal de Lisboa (Lisbon City Council) <ul style="list-style-type: none"> o Role: <i>Governance & Enabling</i> o Contribution: acts as the leading Public Authority (PA) to ensure the pilot aligns with the city's urban planning and sustainability goals. They provide necessary permits for the sustainable mobility transfer (e.g., bike usage along the riverfront). • Turismo de Lisboa (Visit Lisboa) <ul style="list-style-type: none"> o Role: <i>Marketing & Promotion</i> o Contribution: The Destination Management



	<p>Organization (DMO) responsible for integrating the new itinerary into official city promotion channels and organizing Familiarization (FAM) trips for international operators to test the route.</p> <ul style="list-style-type: none"> ● LX Factory Management & Resident Artisans <ul style="list-style-type: none"> ○ Role: <i>Innovation & Storytelling</i> ○ Contribution: Represents the SME cluster. They provide the venue for the "Circular Design Workshop" and co-create the hands-on content, bridging the gap between industrial history and modern creative industries. ● Local Tech Startup (AR Specialist) <ul style="list-style-type: none"> ○ Role: <i>Innovation & Storytelling</i> ○ Contribution: A technology partner selected to develop the "Time-Window" Web-App. They work as part of the "Living Lab" concept to prototype the AR solution that visualizes the lost industrial landscape. ● Academic Partner (e.g., ISCTE-IUL – Tourism and History/Sociology Dept.) <ul style="list-style-type: none"> ○ Role: <i>Product & Authenticity</i> ○ Contribution: ensures historical accuracy and ethical interpretation. They assist in the methodology for the Transnational Oral History & Archiving Program, ensuring worker stories are documented and presented ethically. ● Sustainable Mobility Operator (SME) <ul style="list-style-type: none"> ○ Role: <i>Product & Logistics</i> ○ Contribution: A private operator managing the e-shuttle or bicycle fleet for the transfer leg, ensuring the logistics meet the project's accessibility and sustainability standards.
Territorial impact	<p>Territorial Impact</p> <p>Economic Impact</p> <ul style="list-style-type: none"> ● De-seasonalization: The itinerary includes indoor assets (MAAT, LX Factory workshops), making it an "All-Weather" product suitable for shoulder seasons. ● Spend Dispersion: Shifts visitor spending from the saturated Belém area to the Alcântara district and local SMEs (makers/artisans) in LX Factory. <p>Social Impact</p> <ul style="list-style-type: none"> ● Memory Preservation: Gives a voice to the "invisible" industrial workforce through the Oral History program, reinforcing local community identity. ● Inclusive Storytelling: The narrative shifts from "great industrialists" to "collective labor," resonating with a broader,

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



	<p>more diverse audience.</p> <p>Environmental Impact</p> <ul style="list-style-type: none"> ● Sustainable Mobility: Promotes the use of soft mobility (bikes/walking) along the riverfront rather than tour buses. ● Circular Education: The workshop actively teaches visitors about waste reduction and material lifecycles, contributing to climate awareness.
<p>Timeline</p>	<p>The pilot follows the "Phased Implementation" structure of the Action Plan.</p> <ul style="list-style-type: none"> ● Phase 1: Foundation & Research (Months 1–6) <ul style="list-style-type: none"> ○ M1-M3: Stakeholder agreements signed; Project Coordinator hired. ○ M3-M6: "Oral History" campaign launched to interview former power station and factory workers. Historical data collected for AR modeling. ● Phase 2: Development & Prototyping (Months 7–12) <ul style="list-style-type: none"> ○ M7-M10: Development of the AR Web-App (Alpha version). Design of the "Circular Workshop" curriculum. ○ M11-M12: Training of specialized guides (SMIT Academy module). Installation of physical QR markers along the route. ● Phase 3: Testing & Launch (Months 13–18) <ul style="list-style-type: none"> ○ M13-M14: Soft Launch with local schools and community groups to test logistics and app usability (Living Lab phase). ○ M15-M16: Refinement based on feedback. Organization of FAM Trips for international tour operators and media. ○ M17-M18: Official public launch. Collection of first KPIs (visitor satisfaction, app downloads) for the "State of SMIT" report.



Pilot 2		Mysteries of Submerged Villages	
Location	Lake Velenje (Salek Valley) - Slovenia		
Industry concerned by the pilot	<p>Past industry: Lignite mining and its impacts on settlements and landscape;</p> <p>Living industry: tourism services (museum, boating, guiding, gastronomy) and digital/creative industries (XR production).</p>		
Target audience	<ul style="list-style-type: none"> • Small groups and high-quality guests • Tourists interested in industrial heritage and history residents • Descendants of displaced villages • Families, schools, universities • Tech-savvy visitors 		
Brief description	<p>OBJECTIVE: Develop and test a coherent, bookable visitor experience that uses immersive storytelling to preserve the memory of villages submerged, due to mining-related subsidence at Lake Velenje and to increase year-round demand.</p> <p>STORY/NARRATIVE: "From village life to lake landscape" - everyday life, relocation, miners' work, and the transformation of land into a new waterscape.</p> <p>PILOT SITE / ITINERARY:</p> <ul style="list-style-type: none"> • Welcome at Velenje Museum (intro, archival photos, oral histories). • Boat tour on Lake Velenje with guided narration and stops at AR viewpoints. • VR station (at museum or Vista) offering a "virtual dive" into reconstructed streets, homes and community spaces. • Optional bundle with Velenje Underground dining and other Salek Valley mining experiences; culinary pairing with local providers at Vista overlooking the lake. <p>DIGITAL PROTOTYPE:</p> <p>Digitisation of content (from the Šalek Valley Strategy 2022–2027)</p> <ul style="list-style-type: none"> • 3_Virtual walk-through with 3D objects and an augmented reality (AR) application. A simulated reconstruction of partially preserved cultural heritage assets, including a simulation of their historical use and related events. • 5_Enhancement of the offer through the use of VR headsets (e.g., as in <i>Stories of the Submerged Villages</i>), by developing VR-based games. 		

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



	<ul style="list-style-type: none"> • 6_Virtual souvenirs (digital photographs, 3D models of museum exhibits) delivered to the visitor via email. <p>EDUCATIONAL CONTENT:</p> <ul style="list-style-type: none"> • School modules (history, ...) on mining, land subsidence, water and landscape change, and community relocation • pilot 2-3 lesson plans and a teacher pack.
Stakeholders involved	<ul style="list-style-type: none"> • Municipality of Velenje, EU project office - governance, permits, local coordination, Interreg project coordination • Šalek Valley Tourism Board/DMO - product packaging, marketing, booking integration. • Muzej Velenje - content creation, archives, educational scripts. • Velenje Coal Mining Company - historical/archival data and expert input. • XR/VR/AR developers - prototype design and production (external experts) • Boat operator and Water sports club Velenje - operations, safety and visitor flow. • Local tourist guides and miners' descendants - authentic storytelling and guiding. • Vista/local culinary providers - culinary pairing and on-site visitor services.
Territorial impact	<p>Economic: premium product, longer stays at tourism destination, off-season visits; new income for guides and local SMEs.</p> <p>Social: safeguarding local memory; intergenerational storytelling; stronger local identity.</p> <p>Environmental: capacity management and low-impact interpretation; awareness of landscape change and responsible lake use.</p>
Timeline	<ul style="list-style-type: none"> • Months 1-3: stakeholder agreement, interpretation concept, route design. • Months 4-8: scriptwriting, 3D/VR assets, AR viewpoints, prototype build. • Months 9-12: testing (schools, visitors), guide certification, accessibility • Months 13-18: refinements and upgrades, launch, marketing, monitoring



Pilot 3	Industrial Heritage of Ajdovscina - Open-Air Virtual Museum Route I https://ida-ajdovscina.si/en
Location	Ajdovscina - Slovenia
Industry concerned by the pilot	Past industry: mills, ironworks and urban industrial heritage; Living sector: cultural tourism services and digital/creative industries (interactive storytelling and AR and VR).
Target audience	<ul style="list-style-type: none"> • General tourists, families, • school groups, • industrial history enthusiasts, and technology-oriented visitors, • local residents and • domestic weekend visitors.
Brief description	<p>MAIN OBJECTIVE: Upgrade and test an integrated "open-air virtual expedition" in Ajdovscina that connects scattered industrial heritage sites into a walkable itinerary with clear interpretation and multilingual content.</p> <p>STORY/NARRATIVE: "From water power to modern industry" - mills, ironworks and urban industrial life, linked to contemporary innovation in the Vipava Valley.</p> <p>PILOT SITE / ITINERARY (with integration):</p> <ul style="list-style-type: none"> • A signed city route with 8-12 stops (boards/QR codes) connecting key industrial locations • Self-guided route via mobile web-app, optional guided tours for schools and groups • Pop-up interpretation corner (library/museum) with short films and testimonies • Integration with cultural programming and local gastronomy and wine experiences (Vipava Valley), links to cycling/walking offers and nearby heritage attractions. <p>DIGITAL PROTOTYPE (role in the visit):</p> <ul style="list-style-type: none"> • QR-based access to a mobile experience: audio guide, interactive stories and short video testimonies. • AR "then/now" overlays at selected points and a simple 3D "time portal" view of one flagship site. • Optional VR mini-experience (single headset) to explore a reconstructed industrial scene for peak periods/events.



	<p>EDUCATIONAL CONTENT: Worksheets and tasks for pupils (industry and town development, engineering basics, heritage protection); gamified trail for families.</p>
Stakeholders involved	<ul style="list-style-type: none"> • Municipality of Ajdovščina, EU project office - governance, permits, signage. • Cultural and historical organisations (Goriški muzej) - content, archives, hosting of an interpretation corner. • Nova Gorica and Vipava Valley Tourist Board/DMO - promotion and packaging with regional offers. • Technology developers - mobile experience, AR/VR elements, CMS. • Local guides and schools/youth organisations - testing, co-creation, educational delivery. • Local SMEs (craft, gastronomy, wine) - complementary offers, tastings and merchandising.
Territorial impact	<p>Economic: increased visitation and spending in the city centre, a stronger shoulder-season offer, and greater visibility for local SMEs. Social: accessible storytelling of local identity, involvement of schools and residents. Environmental: promotion of walkable itineraries and soft mobility, reduced pressure on sensitive sites through digital interpretation.</p>
Timeline	<ul style="list-style-type: none"> - Months 1-2: content audit, stakeholder agreement, route mapping. - Months 3-6: scriptwriting, media production, signage design. - Months 7-10: app/web build, AR prototype, installation. - Months 11-14: pilot testing with schools and visitors, improvements. - Months 15-18: launch, promotional campaign, evaluation.



Pilot 4	Recycled Textile & Sustainable Fashion Route
Location	Province of Prato - Italy
Industry concerned by the pilot	<p>The industrial sector/sectors the site or itinerary belong to (past or living industry, or both)</p> <p>Both Past and Living Industry: telling the heritage, supporting the circular living future</p>
Target audience	<p>Cultural tourism: Visitors motivated by the desire to experience and learn about the heritage, arts, traditions, and lifestyle of a specific destination.</p> <p>Tech Tourists: Travelers interested in the intersection of craftsmanship and sustainable innovation.</p> <p>Educational Groups: Students (local and international) exploring circular economy models and history.</p> <p>Sustainability & Fashion Professionals: Designers, researchers, and creative workers looking for authentic inspiration from historical "know-how" and modern circular economy practices.</p> <p>Impact Investors & Eco-Conscious Travelers: Visitors looking for experiences that highlight ethical manufacturing and sustainable industrial solutions.</p> <p>Design & Fashion Professionals: Creative workers looking for inspiration from historical production processes and "know-how."</p>



Brief description

The Circular & Sustainable Textile Experience

The pilot is dedicated to the creation of advanced AR/VR solutions and infrastructures designed to experience the "Recycled Textile & Sustainable Fashion Route", one of the key itineraries identified within the SMITour Joint Thematic Roadmap.

This route holds particular significance in Prato, a district renowned for its centuries-old excellence in textile recycling and its global leadership in sustainable fashion production. As one of the world's largest textile hubs, Prato represents a unique ecosystem where traditional craftsmanship meets cutting-edge circular economy practices, making it the ideal setting for this digital evolution.

The project will be physically and digitally embedded within the Prato Textile Museum, transforming it into an innovative hub where historical heritage meets the future of circular fashion.

The experience is designed to make "invisible processes visible." Through immersive technology, visitors will explore the complex world of textile processes and particularly recycling, comparing historical craftsmanship with contemporary industrial techniques. To make this journey truly engaging, we will integrate multimedia storytelling directly into the virtual environment. By interacting with virtual triggers, visitors can access audio and video files featuring oral histories and interviews with the technicians, designers, and experts who define Prato sustainable textile excellence.

The pilot approach is to enrich the museum path without losing sight of the materials' tactile reality but creating a seamless connection between digital discovery and the physical world of production integrating the physical visit with a digital layer, offering deeper information and technical insights through VR tools.

The museum experience serves as a strategic launchpad for the wider local territory. The AR/VR tools are intended to be complementary to real-world industrial tourism, encouraging visitors to leave the museum and explore a selection of contemporary textile companies. This "virtual-first" approach helps mitigate the risks associated with visiting active factories while increasing the accessibility of industrial processes.

The final goal is to offer a complete tourist package: starting from the museum's permanent path the virtual room and, visitors are guided through a physical itinerary of the Prato district. This journey connects the museum's educational story with living industries, offering opportunities for sustainable fashion shopping.



	<p>at factory stores and encouraging the discovery of the area's cultural and gastronomic attractions. By linking the digital pilot to the local economy, we create a sustainable model for both tourism and the textile industry.</p> <p>Key Highlights of the Action:</p> <ul style="list-style-type: none"> • Dual-Mode Tech: a virtual room for groups and schools combined with AR "on-the-go" for individual visitors. • Hybrid Catalog: a digital a physical tools and facilities to bridge the gap between the screen and the fabric. • Integrated Itinerary: A seamless transition from the museum's immersive storytelling to real-world tours of factories, shops, and local cultural sites.
Stakeholders involved	<p>Prato Textile Museum/Governance & Enabling: Leads the project, provides the physical space for the Storytelling Room, and ensures long-term management of the digital archive.</p> <p>Municipality of Prato Governance & Enabling</p> <p>Industrial Association/Governance & Enabling:</p> <p>Modern Textile Manufacturers/Product & Authenticity: Provide access to modern production lines for filming and contents</p> <p>Retired Textile Workers/Product & Authenticity: providing oral histories, technical jargon, and anecdotes that form the heart of the storytelling content.</p> <p>Digital Creative Agencies/Innovation & Storytelling Responsible for the technical development of the immersive room, VR/AR overlays, 360° shooting</p> <p>Communication Agencies/Marketing & Promotion</p> <p>University & Research Centers/Product & Authenticity: Conducts historical desk research and validates the accuracy of the oral archives and educational content</p>
Territorial impact	<p>The pilot action acts as a strategic gateway between Prato's heritage and its industrial district, transforming the museum into a dynamic hub for territorial growth. By using AR/VR to make "invisible" recycling processes visible, the project attracts conscious tourists and fashion professionals directly to the heart of local production. This seamless integration of digital storytelling and physical itineraries drives foot traffic to factory stores and local boutiques, overcoming the logistical barriers of traditional industrial visits. Ultimately, the project enhances the "Made in Prato" identity, turning sustainable innovation into a tangible economic and cultural driver for the entire metropolitan area.</p>



Timeline	<p>I. Design & Content (Research & Partners) M1-4 Mapping of the "Circular Route" and local stakeholders. Recording of expert interviews and storytelling content. Selection of textiles for the physical/digital catalog.</p> <p>II. Digital Design M5-8 Creation of the VR Room, AR modules, and the Digital tools. Development of a functional prototype where virtual storytelling meets physical samples.</p> <p>III. Software & VR Development M9-11 Logistical coordination with textile companies for integrated tours. Technical training for museum staff on managing VR/AR infrastructures for groups and individuals.</p> <p>IV. Launch & Impact M12 Soft launch and testing with schools and tourists. Official opening of the experience and assessment of territorial economic impact.</p>
----------	---



Pilot 5	Sugar Palace (Palača šećerane) – Immersive VR Industrial Heritage Experience
Location	City of Rijeka - Croatia
Industry concerned by the pilot	Past industry - food processing (sugar refinery), tobacco industry, mechanical industry (Rikard Bencic factory)
Target audience	<p>The pilot targets a broad cultural and educational audience, including families, school groups, cultural tourists, and technology-oriented visitors. It is particularly designed for younger audiences, students, and creative city-break travellers interested in immersive storytelling and innovative heritage interpretation. Residents are also a key target group, as the Sugar Palace represents a core element of Rijeka's collective industrial memory.</p> <p>The pilot will be tested with selected user groups (school classes, families, and residents) during a limited pilot phase, allowing feedback on usability, storytelling, and visitor engagement before potential scaling.</p>
Brief description	<p>Objective: The pilot aims to transform the Sugar Palace into an immersive, emotionally engaging Smart Industrial Tourism experience using Virtual Reality (VR). Its objective is to make invisible industrial processes, labour, and historical transformations accessible to contemporary audiences, while enriching the permanent offer of the Museum of the City of Rijeka.</p> <p>Storytelling & Narrative: The core narrative follows the Sugar Palace as the birthplace of Rijeka's industrialization. Through a layered storyline, visitors experience the building across time: as an 18th-century sugar refinery, a 19th-century tobacco factory, and a 20th-century engine plant. The story connects industrial production with workers' lives, global trade routes, and urban transformation.</p> <p>Pilot Site & Itinerary Description: The experience is embedded within the Sugar Palace building. Visitors first explore the physical museum exhibition and then enter a dedicated VR zone where the immersive experience takes place. The itinerary is structured as a</p>



	<p>short, guided VR journey (10-15 minutes), with light personalization (choices, paths) allowing visitors to explore different historical phases, followed by reflection and discussion supported by museum mediators and educational materials.</p> <p>Digital Prototype: The pilot introduces a VR experience using headsets and 360-degree environments with interactive scenes to reconstruct industrial spaces, machinery, and workflows. Interactive elements allow visitors to move through historical phases, observe production processes, and encounter narrated micro-stories of workers and daily life. The digital layer complements the physical exhibition rather than replacing it. The digital solutions are designed to remain lightweight and scalable, focusing on interaction, accessibility and pilot testing rather than full-scale deployment.</p> <p>Educational Content: The pilot provides learning on three levels:</p> <ul style="list-style-type: none"> • Industrial and technological history of sugar and tobacco production • Social history of labour and urban development in Rijeka • Understanding industrial heritage as a driver of modern cultural identity
Stakeholders involved	<ul style="list-style-type: none"> • Museum of the City of Rijeka - governance, content curation, hosting, visitor engagement • Creative and VR SMEs - VR design, development, storytelling, technical implementation • City of Rijeka / Tourism Board - promotion, integration into tourism offer • Schools and universities - pilot testing, educational use, feedback
Territorial impact	<p>Economic Impact</p> <ul style="list-style-type: none"> • Enhances the attractiveness of Rijeka as a year-round cultural destination and increases museum dwell time and repeat visits <p>Social Impact</p> <ul style="list-style-type: none"> • Strengthens local identity and intergenerational understanding of Rijeka's industrial past <p>Cultural Impact</p> <ul style="list-style-type: none"> • Positions the Sugar Palace as a flagship Smart Industrial Tourism product in Croatia



Timeline	<p>The pilot follows a phased implementation approach (12-18 months).</p> <p>Phase 1: Foundation & Research (Months 1-4)</p> <ul style="list-style-type: none">o M1-M2: Stakeholder agreements; define user groups and testing protocolo M3-M4: Script development and collection of visual/historical references <p>Phase 2: Development & Prototyping (Months 5-10)</p> <ul style="list-style-type: none">o M5-M8: VR scene production and interaction design (alpha version)o M9-M10: On-site setup, internal testing and safety/accessibility checks <p>Phase 3: Testing & Public Launch (Months 11-18)</p> <ul style="list-style-type: none">o M11-M13: Pilot testing with schools/families/residents; collect feedbacko M14-M15: Iteration and content refinementso M16-M18: Public launch and monitoring (visitor satisfaction, usage metrics)
----------	---



Pilot 6	Rječina Mills – Gamified Industrial Heritage Route
Location	City of Rijeka - Croatia
Industry concerned by the pilot	Past industry - milling, food processing, river-powered industry
Target audience	<p>Target Audience</p> <p>The pilot is designed for families, school groups, young people, and local residents. It also targets active and eco-conscious tourists interested in outdoor cultural experiences, playful learning, and alternative city exploration, particularly outside the peak tourist season.</p> <p>The gamified route will be initially tested on a limited section of the river with selected user groups to validate accessibility, gameplay logic and engagement.</p>
Brief description	<p>Objective: The pilot aims to revitalize the industrial heritage of the Rjecina River by transforming former mill sites into a gamified, hybrid cultural route that combines physical exploration with digital storytelling. It seeks to encourage active mobility, learning through play, and stronger community engagement with industrial landscapes.</p> <p>Storytelling & Narrative: The narrative frames the Rjecina River as the engine of Rijeka's early industrial revolution. Through missions and challenges, visitors uncover stories of mills, water power, innovation, and everyday life along the river, discovering how energy, labour, and nature shaped the city.</p> <p>Pilot Site & Itinerary Description: The itinerary connects selected mill sites along accessible sections of the Rjecina River. Visitors follow a self-guided route, choosing short or longer circuits. Physical exploration is supported by digital touchpoints at each location, encouraging movement, discovery, and exploration at one's own pace.</p> <p>Digital Prototype: The pilot develops a location-based mobile game or web-app using gamification elements such as missions, adaptive challenges, quizzes, digital rewards, and storytelling triggers. QR codes and optional AR elements provide historical reconstructions</p>



	<p>and audio-visual content without requiring invasive infrastructure. The game is modular and scalable. The digital solutions are designed to remain lightweight and scalable, focusing on interaction, accessibility and pilot testing rather than full-scale deployment.</p> <p>Educational Content: The route introduces visitors to:</p> <ul style="list-style-type: none"> ● Industrial use of water power ● Technological and social history of mills ● Links between industry, landscape, and sustainability ● Healthy lifestyles through walking and outdoor activity
Stakeholders involved	<ul style="list-style-type: none"> ● City of Rijeka - coordination, infrastructure, integration with urban policies ● Cultural and heritage institutions - research, historical content ● Game development and creative SMEs - game design, storytelling, digital tools ● Schools, NGOs, local associations - testing, co-creation, educational use ● Tourism Board - promotion and tourism integration
Territorial impact	<p>Economic Impact</p> <ul style="list-style-type: none"> ● Creates a new low-cost, scalable tourism product that supports off-season visitation and longer stays <p>Social Impact</p> <ul style="list-style-type: none"> ● Encourages community participation, local pride, and intergenerational learning <p>Environmental Impact</p> <ul style="list-style-type: none"> ● Promotes sustainable tourism and non-invasive access to sensitive heritage landscapes
Timeline	<p>The pilot follows a phased implementation approach (12-18 months).</p> <p>Phase 1: Foundation & Co-Design (Months 1-4)</p> <ul style="list-style-type: none"> ○ M1-M2: Stakeholder agreements; select pilot section of the route; define game mechanics ○ M3-M4: Content collection, mapping, and accessibility/safety assessment <p>Phase 2: Development & Prototyping (Months 5-10)</p> <ul style="list-style-type: none"> ○ M5-M8: Build alpha version of the game/web-app; create media and quiz content ○ M9-M10: Install QR markers/signage; internal testing and fixes

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

Phase 3: Testing, Iteration & Launch (Months 11-18)

- o M11-M13: Pilot testing with families/schools/residents; collect feedback
- o M14-M15: Iteration and gameplay/content refinements
- o M16-M18: Public launch and evaluation (engagement, satisfaction, route usage)



Pilot 7	Salt Museum interventions
Location	Missolonghi - Western Greece
Industry concerned by the pilot	Salt Extraction and Processing - past and living industry
Target audience	<p>The primary target audience of the salt museum is families, school groups, and tourists seeking an educational and unique cultural experience. The Salt Museum in Messolonghi is unique, since only a few salt museums located next to a salt marsh exist worldwide. It appeals to individuals interested in local history, industrial heritage, and science, as it exhibits salt extracting and processing techniques, relevant science, as well as salt's historical, cultural and economic impact. The museum's broader aim is to engage curious visitors of all ages by making a seemingly ordinary substance fascinating through interactive displays and historical narratives. The "Portimão Museum Prize" was awarded to the museum by the European Museum Forum (EMYA, part of the Council of Europe), as part of the 2024 Museum of the Year nomination.</p>
Brief description	<p>Objective: This pilot aims to transform regular museum visits into deeply engaging, personalized journeys into salt heritage. It seeks to leverage AI and Mixed Reality (MR) to emotionally and intellectually connect visitors to the reality of salt extraction and its profound human relevance through the ages, bridging a historical industry with everyday life.</p> <p>Narrative: The story intertwines two threads: the human endeavor of salt extraction and its intimate, biological connection to life itself. It moves from the macro-history of salt as an economic driver and its use as a "currency" —the origin of "salary"—to the micro-reality of salt within us and our environment, exploring traces in tears, sweat, and the body's vital fluids.</p> <p>Site & Itinerary: The experience is centered within a specially designed "Immersion Room" at the museum. The itinerary is a guided, sequenced narrative. Visitors first engage with the existing museum exhibits, then enter the Immersion Room for the core MR experience, concluding with a reflective debrief and personalized digital takeaways.</p> <p>Digital Prototype: The pilot investigates two MR delivery methods</p>

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



	<p>to bring the salina into the room: 1) 360-degree panoramic projections on walls, or 2) Mixed Reality devices providing individual views. The goal is to immerse visitors in the salt marshes, allowing them to witness and interact with projections of workers and processes from the past.</p> <p>Crucially, Generative AI extends and personalizes this in two key ways. First, GenAI can be used to provide a more personalized presentation to the visitors by integrating their likeness to the experience, e.g., as avatars. Second, AI-driven narrative tools dynamically connect the salt-making process to the science of salt within the human body, creating a unique, reflective story for each visitor. The use of gamified approaches will be investigated towards making the salt extraction process presentation more playful and engaging.</p> <p>Educational Content: The visit educates on three interconnected levels: technical history (tools, labor, and the economics of "white gold"), social history (the workers' lives and salt's cultural imprint), and human biology (the essential role of saline solutions in tears, sweat, and cellular function). This holistic approach frames salt not just as a commodity, but as a fundamental element of both society and the human body.</p>
Stakeholders involved	<p>The pilot is a collaborative effort spearheaded by two core stakeholders. The Salt Museum holds a central role, overseeing governance, marketing, and providing the authentic archival content and historical expertise that ensures the experience's validity and relevance. It will also organize and involve visitor focus groups for direct testing and feedback. The primary technical partner, the Industrial Systems Institute / ATHENA Research Center, is responsible for all innovation and development, building the Generative AI and Mixed Reality solutions that power the immersive storytelling. Together, they combine deep domain authenticity with cutting-edge technological innovation to bring the project to life.</p>
Territorial impact	<p>The pilot intervention is designed to generate a positive and multifaceted territorial impact. Economically, it aims to enhance the museum's appeal, extending visitor dwell time and boosting local tourism, thereby stimulating ancillary spending in the community. It will also investigate new forms of merchandise for the museum. Socially, it strengthens collective identity by revitalizing a key element of local industrial heritage through cutting-edge storytelling, making it accessible and engaging for younger generations and lifelong learners. Environmentally, by creating a powerful digital surrogate for the salina, it promotes sustainable cultural tourism, reducing potential physical pressure</p>

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

	on the fragile historical landscape while deepening public appreciation for its preservation.
Timeline	18 months



Pilot 8	Ktima Brintziki Winery
Location	Municipality of Pyrgos - Greece
Industry concerned by the pilot	Wine production (past and living industry)
Target audience	<p>This pilot is positioned as a premier sustainable destination in Western Greece, targeting the core ecotourism market while also strategically serving the region's seasonal cruise traffic. Its primary audience is dedicated ecotourists and sustainable travel enthusiasts, who seek out destinations with a deep commitment to environmental and cultural integrity, such as its net-zero winery operation and restored historical site. This audience values the authentic, consolidated narrative that connects sustainable viticulture, artisanal brewing, and heritage preservation. Additionally, the site appeals to cultural and culinary tourists interested in genuine terroir and craft. By embodying these principles, it naturally attracts a secondary segment of responsible cruise visitors looking for a high-quality, net-zero certified shore excursion, seamlessly integrating them into its broader mission without defining its core identity.</p>
Brief description	<p>Objective: This pilot aims to create a compelling journey through time, showcasing how the estate's present-day sustainable excellence is rooted in the wisdom of its past. It connects the modern story of net-zero, precision-based winemaking with a nostalgic post-war era and its deep cultural link to the ancient Olympic ideal, framing wine as a continuous legacy of craft, resilience, and honor.</p> <p>Narrative: The central story is "Three Vintages of Time: From Olympic Prize to Net-Zero Craft." It weaves together three key eras: the ancient past (wine as a sacred victor's prize at the nearby Olympic Games), the near past (the hands-on, labor-intensive methods of the 1940s), and the innovative present (precision agriculture and net-zero sustainability). This narrative positions the estate not just as a producer, but as a guardian of a timeless craft, evolving from prize to passion to purpose.</p> <p>Site & Itinerary: The tour follows a structured "chronological" route. Visitors begin in the contemporary net-zero winery, then</p>



	<p>move to an immersive area evoking a mid-20th-century cellar with traditional tools, and finally enter a dedicated immersive space for the ancient narrative. The journey combines guided physical exploration with scheduled digital activations that bridge the time periods.</p> <p>Digital Prototype: The experience is anchored by a Generative AI & Mixed Reality presentation in the final space. Generative AI dynamically creates a personalized "victor's story" for each visitor, connecting them to the Olympic prize tradition. This is delivered via a Mixed Reality projection that visually layers the three eras: it might overlay the ancient victory ceremony onto the room, transition to a 1940s harvest scene, and conclude with a visualization of the modern vineyard's energy and water flows, tying past and present together seamlessly.</p> <p>Educational Content: The visit provides a comparative education across time. It covers the cultural history of wine as an Olympic prize and its societal value; the practical history of mid-20th-century harvesting and fermentation techniques; and the modern science of sustainable viticulture, focusing on net-zero practices, water management, and how precision agriculture honors the land more effectively than ever before. This triad demonstrates a continuous thread of respect for the land, from sacred offering to regenerative innovation.</p>
Stakeholders involved	<p>The pilot is a strategic partnership between two core stakeholders. Ktima Brintziki holds the central roles of governance, marketing & promotion, and product authenticity. The estate provides overall direction, authentic historical and cultural material, the physical site, and drives targeted promotion to its eco-tourist and cultural visitor base. The ATHENA Research Center serves as the dedicated innovation and storytelling partner, responsible for the technical development and creative integration of the Generative AI and Mixed Reality solutions that bring the estate's layered narrative—connecting ancient Olympics, 1940s practices, and modern sustainability—to life. This collaboration ensures the pilot is both deeply rooted in authentic heritage and delivered through cutting-edge, engaging technology.</p>
Territorial impact	<p>The pilot is strategically designed to amplify the territorial impact of Western Greece's "Olympic Land" branding by anchoring this historical identity in a tangible, modern experience. Economically, it creates a premium, high-value tourism product that attracts visitors seeking more than ancient ruins—those interested in the living legacy of Olympic</p>



SMITour

**Interreg
Euro-MED**



**Co-funded by
the European Union**

	<p>culture. This diversifies the regional offering, encourages longer stays, and creates a compelling model for other agritourism businesses to elevate their storytelling. Socially, it strengthens regional identity and pride by vividly connecting local wine production to the globally revered Olympic heritage, framing contemporary craftsmanship as a direct continuation of ancient excellence. Environmentally, the pilot's core narrative of net-zero sustainability and precision agriculture promotes and visibly demonstrates a model of responsible land stewardship, aligning the prestigious "Olympic" brand with forward-looking ecological innovation and setting a benchmark for sustainable development within the region.</p>
Timeline	18 months



Pilot 9		Industry Open Days - Inside the Making Process	
Location	Catalonia - Spain		
Industry concerned by the pilot	Living Industry: Active manufacturing plants, creative workshops, and high-tech industrial facilities.		
Target audience	<p>General Public: Adults interested in technology, history, and local economy.</p> <p>Families: With specific "Junior Maker" educational tracks.</p> <p>Educational Sector: Vocational training (FP) students and university profiles looking for career inspiration.</p> <p>Local Community: Residents living in proximity to industrial hubs.</p>		
Brief description	<p>Industry Open Days is a strategic pilot action inspired by the "48h Open House Barcelona" architectural model, adapted for the industrial sector, designed to open the doors of industrial and manufacturing facilities to the public over two consecutive days.</p> <p>Its main objective is to reconnect citizens with contemporary industrial activity, making visible how everyday products are made and highlighting the social, cultural and economic value of local manufacturing.</p> <p>The pilot aims to increase public awareness of industry, strengthen its recognition within the urban and cultural landscape, and foster closer relationships between companies, workers and the surrounding communities.</p> <p>Industry Open Days focuses on "what happens behind the products." Each visit tells the full story of production: from raw materials to finished goods, including processes, technologies, people and values. Collectively, the pilot builds a broader narrative about the diversity of the industrial ecosystem, its historical evolution, and its role in addressing current challenges such as innovation, sustainability and resilience.</p> <p>The pilot takes place across a network of factories in Catalonia. Sites are grouped by sector or geographic proximity, allowing visitors to create their own itineraries. The experience is structured around guided tours of active production facilities,</p>		



	<p>offered through time slots that can be booked in advance. Depending on the site, visits may include live demonstrations, product showcases, participatory workshops or family-friendly activities. A shared visual identity, on-site signage and printed or digital materials ensure coherence across all locations.</p> <p>A digital prototype supports and enhances the visitor experience through a dedicated mobile application. The app provides pre-visit orientation, interactive maps and contextual information, as well as on-site digital storytelling through short videos, interviews with workers and explanations of production processes. In selected locations, augmented reality features allow visitors to visualise inaccessible areas or complex industrial stages, improving understanding without disrupting factory operations.</p> <p>The educational content of Industry Open Days places strong emphasis on industrial culture, technology and skills. Visitors gain insight into key concepts such as value chains, Industry 4.0, workplace safety, energy efficiency and environmental impact. The pilot is conceived as an educational tool for a broad audience, including students, families and educators, supporting career awareness, technical literacy and a deeper appreciation of contemporary manufacturing.</p>
Stakeholders involved	<p>XATIC (Xarxa de Turisme Industrial de Catalunya) <i>Role: Governance, coordination & authenticity</i> XATIC acts as the strategic coordinator of the pilot, ensuring coherence with industrial tourism policies and quality standards. It connects participating factories, public administrations and cultural agents, contributes sector knowledge, and guarantees the authenticity and relevance of the industrial narratives presented to visitors.</p> <p>Local Municipalities (City Councils) <i>Role: Governance, enabling & local engagement</i> Municipal governments facilitate access to industrial sites, support permits and logistics, and engage local stakeholders. They play a key role in embedding Industry Open Days within the local cultural agenda, mobilising citizens, and aligning the pilot with urban, economic and cultural development strategies.</p> <p>Regional Government (e.g. Generalitat / regional authorities) <i>Role: Strategic support, policy alignment & funding</i> Regional authorities provide institutional backing and policy alignment. They ensure the pilot aligns with regional strategies</p>



	<p>for industry, tourism, education and innovation, and help scale the initiative beyond the pilot phase.</p> <p>Participating Factories and Industrial Companies <i>Role: Product, access & authenticity</i> Factories are the core content providers of the pilot. They open their facilities, share production processes, products and know-how, and actively participate in guided tours, demonstrations and educational activities, ensuring a genuine and credible visitor experience.</p> <p>Factory Workers and Technical Staff <i>Role: Storytelling & human perspective</i> Employees contribute first-hand narratives, explaining processes, skills and daily work. Their involvement humanises the industrial experience and strengthens the educational and social dimension of the visits.</p> <p>Cultural and Educational Organisations <i>Role: Educational content & mediation</i> Schools, vocational centres, universities and cultural entities contribute pedagogical frameworks, adapt content for different audiences and support learning-oriented activities linked to industrial culture and careers.</p> <p>Digital and Creative Partners <i>Role: Innovation, digital tools & storytelling</i> Creative studios and digital developers design and test the digital prototype, including interactive apps, audiovisual content and AR experiences, enhancing interpretation and engagement during the visits.</p> <p>Tourism and Communication Agencies <i>Role: Marketing, promotion & audience development</i> Tourism boards and communication partners promote the pilot to local and visiting audiences, manage branding and visibility, and help position Industry Open Days as a cultural and tourism event.</p>
Territorial impact	<p>The Industry Open Days pilot creates economic, social, and environmental impact by opening local factories to the public.</p> <ul style="list-style-type: none"> - Economically, it boosts visibility for manufacturers, supports partnerships, and attracts tourism, while highlighting industrial careers to strengthen workforce recognition and attract talent.

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



	<ul style="list-style-type: none"> - Socially, it fosters community engagement, pride, and connection to local industry, providing educational opportunities for schools, families, and young people through insights into technology, production processes, and sustainable practices. - Environmentally, it raises awareness of energy efficiency, waste management, and circular economy initiatives, encouraging responsible consumption. - Culturally: Positions the "process of making" as a form of contemporary heritage, equivalent to museums or historical monuments. <p>By leveraging existing facilities and digital tools, Industry Open Days offers a low-impact, high-value experience that connects citizens with industry, promotes cultural identity, supports regional development, and reinforces sustainability.</p>
Timeline	<p>Months 1–2: Scouting, factory recruitment, and legal/safety audits.</p> <p>Months 3–6: Content creation, storytelling workshops for workers, and digital prototype development.</p> <p>Months 7–8: Marketing campaign launch, guide training, and booking system opening.</p> <p>Months 9–10: The Event (Industry Open Days) and live data collection.</p> <p>Months 11–12: Impact assessment, final reporting, and scalability plan.</p>



Pilot 10	SMIT Academy: Specialized Training for Industrial Heritage & Living Industry Interpreters
Location	Catalonia - Spain
Industry concerned by the pilot	Living Industry (active SMEs), technical museums, and historical industrial heritage sites.
Target audience	Professional tour guides, cultural mediators, HR/Communication staff from industrial companies, educators, and students in tourism or humanities
Brief description	<p>The SMIT Academy is a high-performance pilot action designed to professionalize industrial storytelling and bridge the skills gap identified in the SMITour Strategy. Utilizing a hybrid methodology (online/on-site) based on Living Labs, the program provides comprehensive training that connects deep history with modern operational safety.</p> <p>Core Training Modules:</p> <p>Module 1: Industrial History & Evolution: Technological shifts (from steam to Industry 4.0), industrial architecture, and social labor history (the role of women, workers' movements, and daily life in factories).</p> <p>Module 2: Living Industry Safety & Operations: Specific training for active factory environments, including hygiene protocols, industrial safety (PPEs), and group management without disrupting production.</p> <p>Module 3: Narrative, Theatricality & Storytelling: Dramatic techniques and communication skills to create dynamic tours, integrating oral histories from workers to make the narrative more authentic and emotional.</p> <p>Module 4: Sustainability & Circular Economy: Training guides to explain energy transition, decarbonization, and resource management within modern factories.</p> <p>Module 5: Digital Mediation & Accessibility: Practical use of the SMIT Digital Toolkit (AR/VR) and implementation of the SMIT Quality Framework for inclusive and sensorially accessible</p>

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



	tours.
Stakeholders involved	<p>XATIC & Transnational SMIT Network: Strategic coordination and definition of quality standards.</p> <p>Universities (Barcelona, Maribor, Iscte, Athens): Curriculum design and academic validation of historical and technical modules.</p> <p>Participating Companies: Active factories serving as "Living Labs" for on-site practical workshops.</p> <p>TICCIH / ERIH: Scientific validation to ensure European industrial heritage standards are met.</p>
Territorial impact	The academy professionalizes the sector by creating the "SMIT Territorial License", a quality seal that guarantees high-level visitor experiences. It enhances the reputation of participating companies, preserves local historical memory, and generates new specialized job opportunities, aligning industrial heritage with innovation, community pride, and regional sustainability.
Timeline	<p>The 24-month duration ensures a high-quality, sustainable implementation, moving from research and digital development to real-world testing and official certification.</p> <ul style="list-style-type: none"> ● Phase 1: Research, Curriculum Design & Expert Recruitment (Months 1–6) <ul style="list-style-type: none"> ○ Activity: Researching historical archives and interviewing former workers to create authentic content. Recruitment of experts in industrial safety, theater, and history. ○ Goal: To define the "SMIT Pedagogical Framework" and complete the modular curriculum. ● Phase 2: Digital LMS Development & Multimedia Production (Months 7–12) <ul style="list-style-type: none"> ○ Activity: Building the e-learning platform and producing professional multimedia content (360° videos, AR/VR simulations for safety training, and storytelling capsules). ○ Goal: To have the "Digital Twin" of the academy ready for the online training phase. ● Phase 3: Theoretical Training & Living Lab Immersion (Months 13–20)

Output 3.1 Testing roadmap for developing Smart Industrial Tourism in the Mediterranean



	<ul style="list-style-type: none">o Activity: Launching the first promotion of students. This includes the online theoretical block followed by intensive on-site workshops in active factories (Living Labs) for hands-on experience.o Goal: Direct mentorship between industry workers and trainees.● Phase 4: Evaluation, Certification & SMIT License Launch (Months 21–24)<ul style="list-style-type: none">o Activity: Visitor feedback collection from pilot tours. Final assessment of trainees and the official rollout of the "SMIT Territorial License" to ensure the long-term sustainability of the network.o Goal: Formal certification and project closure.
--	---



SMITour

Interreg
Euro-MED



Co-funded by
the European Union