



I-Speed Project

‘Lessons’ from Europe

A view from the Province of Rome

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I.SPEED

The Province's strategic 'circumstance'

- (Advanced) tertiary as the main component of the area's economy
- Main Italian University and Research basin
- Weak dialogue between industry and research
- Difficulty in logistic connections
- Weak access to digital infrastructure

Innovation as the Province's choice

- 'Bridging':
 - WI-FI: Improve access to public services
 - Create connections among enterprise and research
 - Foster interdisciplinarity (Universities)
- Specific attention to Creative industries: *Roma Provincia Creativa*



Digital Innovation and Tourism

- The *Roma e +* project
 - The Commercial Natural Centres project
- The Appian Way project

What are we getting from I-Speed: in general....

- Focusing attention to the relationship between tourism and new technologies
- Forum/Mechanism to facilitate exchange of best practices
- Sharing of initiatives with partners with different experiences

.. and in specific

- Free Italia WI-FI
 - The project has provided the initial partner – Venice – to start building a platform for interusability of WI-FI which comprises today a number of Italian Local authorities
- The Appian Way project
 - The project, dealing with augmented reality, is a result of the comparison and the studies carried out in the context of I-Speed

From now on: our challenges

- Continue deepening digital culture among main stakeholders of the area
- Continue promoting digitalisation of public sector services
- Enlarge the number of stakeholders aware of the digital potential for tourism
- Strengthen links with International partners on this matter by establishing a permanent forum of best-practices exchange