

“BRING IT.A.CÀ IN YOUR TERRITORY ”: FAQ

IT.A.CÀ is a social innovation platform that aims to put together citizens, civil society actors and institutions to stimulate the discovery of the authenticity of places and to rethink the tourism development of the territory in a responsible and sustainable way.

The Festival is the opportunity to activate a co-design path among the local actors involved, invited to share ideas, time, skills and resources to produce creative and innovative proposals through which to address the issues of sustainability, universal accessibility and social justice.

1) Who can apply to bring the Festival to a new city? Is it possible to do this only by hooking it to an **association?**

- The local association can be the best actor to organize the festival. We need a reality that knows its territory well and that has a local network to involve in co-planning and coordination. It is also important, however, that representatives of institutions also sit at the table, so that the festival is also an opportunity to start a reflection on a sustainable tourism development of the territory.

2) How to create the **network of possible local actors interested in participating in the Festival?**

- The first step is a call, whether via newsletters or via social network, in which to announce the date and place of the meeting to start organizing the festival IT.A.CÀ.
- The first meetings will be an excellent opportunity for everyone, and especially for the small businesses that work in tourism in harmony with the philosophy of the festival, to know other realities of the territory, present themselves, share ideas and projects and constitute a group of critical reflection and constructive on the topics dealt with.

3) Is there a minimum number of "local actors**" to be involved for the creation of the Festival program?**

- It requires the presence of at least a dozen organizations, including institutions and a local media partner that can guarantee an adequate promotion of initiatives.

4) The promoter association, the one that carries on the request, automatically becomes the **festival coordinator at local level? Or are coordinators chosen independently of those who ask to "bring IT.A.CÀ to their territory?"**

- Those who propose to bring IT.A.CÀ in their territory will also take care of the coordination of the Festival at the local level, whether it is a single person or association (preferred solution as mentioned above).

5) Does each city have its own **coordinator?**

- Each city must have its own coordinator, a key figure for the whole coordination: the contact person is the one who maintains contact with the head office, provides updates on the organization of events necessary for communication and receives information and instructions to better realize the local edition.

6) How is managed the **coordination among the various cities of the Festival?**

- The main communication channels used by the network are emails, shared documents on the online, Skype calls, phone calls and Whatsapp.

7) What are the **factors to be considered for the inclusion of a new destination?**

- Presence of actors (profit, no profit and institutions) available to undertake this journey, which are well rooted in the territory and that share the values of the Festival such as respect for the environment, respect and involvement of the local community, sustainability, accessibility, inclusion.
- Organization and inclusive approach necessary for the creation of the network, search for funds and attitude towards entertainment.
- Presence of adequate structures, in line with the themes and principles of the Festival.

8) Does **the program of a territory, in order to be "accepted", have to propose a pre-established minimum number of "theoretical-experiential events" and must necessarily include a contest?**

- To start, the contest is not mandatory
- While the format to follow is:
 - an opening conference
 - a seminar / workshop
 - walking and bike itineraries in the city or out of town (depending on the local organization)
 - a presentation of a book
 - a photographic exhibition.
- As a first step even a single 2 days is perfect: the important thing is to combine moments of reflection with more experiential activities.

- It is fundamental to work on communication: communicating a lot and communicating well! How? Following the guidelines of the communication IT.A.CÀ: **[Communication Kit*]** is important not only to preserve the identity of the festival, but also to promote its network and philosophy.

9) At the end of each edition there is the **NETWORK meeting of territory with the various coordinators? Are there any **other meeting** before the start of each edition for the general coordination?**

- The first meeting is held every year at the end of the festival to direct and introduce new coordinators and new cities that want to enter the IT.A.CÀ network.
- These meetings are important not only to share goals, strategies, information and best practices, improve organizational aspects and discuss what works and does not work, but also to strengthen the sense of belonging to a common project, encouraging knowledge among the members of the network and the collaboration between the realities.
- At least another meeting is scheduled with the coordinators of the individual stages, to define dates and themes at the local level and create a harmonious synergy of events in the Festival program, which will develop over several months.

10) Is there a **deadline after which it is no longer possible to apply to "bring IT.A.CÀ to your territory?" [Last date to include the new stage in the next edition of the Festival]**

- There is not a fixed deadline. However, for an effective communication, it is preferable to have dates by mid-March of each year.

11) Are there any **expenses to be incurred to re-enter the Festival stages?**

- Each territory contributes with an annual participation fee to cover communication and advertising expenses. (Approximately 500 euros).

12) Are there any **funding? From where can they come?**

- The funding is in the hands of the individual coordinators of the territories; the head office can provide support in the drafting of projects for participation in competitions, but currently there are no sponsors or lenders at national level. it is necessary that every city activates itself autonomously to find it.
- Funding can come from the public or private sector, from foundations, from European calls for proposals or simply from a crowdfunding campaign.
- In the event that access is granted to funding (public or private sponsorship), it is necessary to share the allocation of these resources with the IT.A.CÀ board.

13) If there are already festivals or events related to IT.A.CÀ, is it possible to follow the path of **twinning? What is it about?**

- In the past there have been twinings with other festivals for reasons of visibility and mutual enrichment of content, but has decreased in time. Currently, just some specific initiatives, such as itineraries, are organized in collaboration with other festivals. In general, therefore, it is possible to activate twinning, provided that the choice of the festival takes place for related issues and shared principles.
- The twinning consists in a mutual collaboration to realize an event to be presented in the respective programmes: a meeting, a presentation of a book or a moment of formation are some examples. Moreover, twinning allows one to strengthen communication and visibility for both parties through the exchange of logos.

14) In short, what are the **steps to follow to share the same trip?**

- Meeting with the director and / or members of the IT.A.CÀ Staff on the territory to illustrate the project idea, reimbursing eventual traveling and accommodation expenses.
- Establish a co-planning / training table with stakeholders, inviting the director (or in place of a board member) to share content and management aspects.
- Presentation of the program (theoretical - experiential events + contest) with relative timing and budget.
- Approval of the program on time, to be agreed with the board.

15) How does it works the **communication of the program?**

- The press conference for the launch of the festival is organized with the staff of IT.A.CÀ
- The director (or in his place a member of the board) is invited during the opening of the Festival.
- Activate the communication strategy: reporting ongoing events through social networks and websites, newsletters, promoting the local network at regional and national level, helping partners who do not have the capacity, if necessary.

16) How do you **report the festival at the end of the event?**

- Preparation of a final report (with also numeric indicators and results of the events: example> <http://www.festivalitaca.net/2016/10/innovazione-sociale-it-ca-chiude-la-stagione-2016/>).
- Press review.
- Final balance sheet.