ENI CBCMED
Cooperating across borders in the Mediterranean

Project funded by the EUROPEAN UNION

REGIONE AUTÒNOMA DE SARDIGNA
REGIONE AUTONOMA DELLA SARDEGNA

MED GAIMS

GAMIFICATION STRATEGY

DESTINATION: ALGHERO NATURAL RESERVE

6.1.1 Current Tourist Site Situations

DESTINATION OVERVIEW:

The area located outside the city center is characterized by a great variety of environments of high naturalistic and historical interest. It encompasses two parks, the Porto Conte Regional Park and the Capo Caccia-Isola Piana Protected Marine Area distinguished by their great variety of settings and for their profusion of floral and faunal species which are of particular scientific interest. Inside it includes the state forest "Le Prigionette", a part of the Geo-mining Park of Sardinia, the SCI (Site of Community Importance) Capo Caccia and Punta Giglio. Here the blue of the sea and the green of the landscape draw unexpected paths between the signs of ancient and large civilization. An infinity of paths where archeology and history coexist in enchanting and uncontaminated landscapes: Domus de Janas, Nuraghi, phoenix traces, Roman villas emerge from the Mediterranean scrub.	

List of sites in the area:

Natural sites
Neptune's Cave

Green Cave
Le Prigionette Nature Reserve
M.A.P.S. - Punta Giglio Environmental Museum Sardinia

Archaeological sites
Necropolis of Anghelu Ruju
Necropolis of Santu Pedru
Nuragic complex of Sant'Imbenia
Nuragic complex of Palmavera
Roman Villa of Sant'Imbenia

Museums
Ecomuseum Egea
MASE Antoine de Saint-Exupéry Museum
Gioiosa House

ECO MUSEUM EGEA

Site Overview

Eco Museum EGEA recounts the historical events behind the birth of the inclusive and varied community of Fertilia. In particular, the OFFICINE pavilion tells of the Exodus of The Istrians, Fiumans, and Dalmatians, some of whom landed on the shores of the Calich Lagoon. These populations found the ideal place to rebuild their homes in the "City of Foundation'', despite the interruptions caused by the outbreak of the Second World War. The Museum strives to make known the history of a land made fertile by the work of man; a land that welcomed people from Sardinia, Alghero, Ferrara, Veneto, Istria, Fiume, Dalmatia, those repatriated from Libya, Eritrea, Corsica, and numerous other people who came at different times from every corner of the globe. This Museum aims to "keep a light on memory" and to "bring together the threads of history" for all those who have been forced by overwhelming historical events to leave their birthplace in search of a new landing place in which to carry out their existence in freedom.

Location on Google Maps

https://www.google.com/maps/place/Ecomuseo+EGEA+-+PROGETTO+FINANZIATO+DA+BANDO+CULTURE+LAB/@40.5954313,8.2834372,17z/data=!3m1!4b1!4m5!3m4!1s0x12dcedaf59a4557b:0xab49c2e460147e68!8m2!3d40.5954237!4d8.2856246

Importance of the Site

The Eco Museum EGEA has been selected for gamification because of its historical and cultural importance.

The aim of the museum is to draw up a census of the exodus of the Istrian, Fiuman, and Dalmatian people, by researching data in archives all over the world:

- the filing of all the Refugee Collection Centres present on the national territory

- the involvement, inside and outside the national territory, of the last witnesses, still living today, of this Biblical Exodus, in the preservation of their memory.

The museum intends to bring together in a large digital container all the names, places, photographs, documents, memories, publications and any other testimony of a people scattered throughout the five continents of the world.

Suggested Individual Game applications

- Games based on the reconstruction of memory
- Games based on the encounter between generations

SAINT EXUPERY MUSEUM

Site Overview

The museum celebrates the writer-aviator's life and works. On 10th May 1944, Antoine De Saint-Exupéry arrived at the military airport of Fertilia in a B26 aircraft piloted by Captain Rouzard. He lived in Alghero until July of the same year: in the Bay of Porto Conte, in a villa on a small hill facing the Torre Nuova. Here, he wrote most of his novel "The Wisdom of the Sands" and his last work, "Letter to an American". The writer-aviator's life and works are celebrated by MASE in a dedicated museum space in the very places so dear to the author of "The Little Prince".The museum retraces the most captivating and audacious steps of his life, guiding us in the discovery of interesting and unexpected details surrounding his links with the city of Alghero. The rooms and display cases house themed installations, personal keepsakes, period documents and works of art as well as detailed information panels. Photos taken in Alghero in 1944 by John Phillips, the internationally renowned Life magazine photojournalist, who produced a photo report immortalising the writer's final days, are also on display.

Location on Google Maps

https://www.google.com/maps/place/MASE+%E2%80%93+Museo+Antoine+De+Saint-Exup%C3%A9ry/@40.5937345,8.2023098,17z/data=!3m1!4b1!4m5!3m4!1s0x12dceb2af336e2e1:0x8adc1928fa905eb9!8m2!3d40.5937345!4d8.2044985

Importance of the Site

MASE has been selected for gamification because of its historical and cultural importance: it illustrates the history of the city through the life of Antoine De Saint-Exupéry.

The exhibition traces the life of the writer Antoine De Saint-Exupéry and focuses on the period of his stay in Alghero. In the rooms and display cases, you can admire all the first editions of the author's books,

themed installations, works of art, objects, memorabilia and period documents. Information panels and photos taken in Alghero by John Phillips in 1944 will accompany you on your journey.

Antoine De Saint-Exupéry lived in Alghero from May 1944 until July of the same year in the Bay of Porto Conte, in a villa situated on a slight rise in front of the Torre Nuova, built in 1572. As a pilot he flew for the Allied American air force stationed at the military base of Fertilia, where he was entrusted with reconnaissance flights over the coast of France to locate and photograph German outposts.

Author of masterpieces such as The Little Prince, the most widely read book in the history of literature after the Bible and the Koran, he lived the last significant months of his life in the city, also celebrating his last birthday. It was here that the aviator poet, lulled by the waves, wrote most of his novel The Citadel and his last text, Letter to an American. During his stay at Alghero airport, John Phillips, internationally renowned photo reporter for the famous American Life magazine, produced a photo report on the writer that immortalised the last moments of his life. Antoine De Saint-Exupéry disappeared forever from the skies over France on 31 July 1944, after taking off from Bastia at Borgo airport.

Suggested Individual Game applications

- Games related to the events of the writer's life and the history of the city
- Games related to the theme of travel
- Thematic games on the Second World War and the territory

6.1.3 Local, Cultural, and Creative Resources

Local, Cultural, and Creative Resources		
1	Name of stakeholder	Giochedù di Eleonora Cattogno
2	Country of affiliation	Italy
3	Type of stakeholder	Freelancer - Private company
4	Interests of the stakeholder	Children's fiction, reading education activities, museum heritage education activities for children
5	About the stakeholder	Eleonora Cattogno, writer and museum educator, deals with the communication of the cultural heritage of Alghero mainly to children. Giochedù di Eleonora Cattogno organizes activities within the cultural sites of the area and publishes books in which it tells adventurous stories to excite children and teenagers about the history of the city. Giochedù oversaw the creation of the guides of the city of Alghero dedicated to children in which there are games, riddles and to the deepening of themes based on the principle of playing while learning.
6	Stakeholder contact information	elecattogno@alice.it
7	Stakeholder website	https://www.facebook.com/GiocheduDiEleonoraCattogno/

Local, Cultural, and Creative Resources		
1	Name of stakeholder	Gabinetto delle curiosità
2	Country of affiliation	Italy
3	Type of stakeholder	Association
4	Interests of the stakeholder	Cultural heritage of the city and the territory of Alghero

5	About the stakeholder	The association deals with the recovery and enhancement of the history and culture of Alghero through archive research, interviews, organization of exhibitions, events and public debates, with the aim of disseminating historical events, even those little known, to a wide public.
6	Stakeholder contact information	max_fois@yahoo.it
7	Stakeholder website	

Local, Cultural, and Creative Resources		
1	Name of stakeholder	Ginquetas
2	Country of affiliation	Italy
3	Type of stakeholder	Associazione di Promozione Sociale
4	Interests of the stakeholder	Patrimonio e intercultura, comunicazione, inclusione sociale
5	About the stakeholder	Ginquetas is made up of young professionals from the humanities, communication and social innovation sectors. The group proposes activities that involve different types of targets and generate opportunities for meeting, inclusion and participation especially through the enhancement of the cultural and social heritage of the territory. The participants of the projects are involved in workshops that provide for active participation and a non-formal educational approach.
6	Stakeholder contact information	associazione.ginquetas@gmail.com
7	Stakeholder website	https://www.facebook.com/ginquetas

Local, Cultural, and Creative Resources		
1	Name of stakeholder	TUO MUSEO
2	Country of affiliation	Italy

3	Type of stakeholder	- *Games developer*
4	Interests of the stakeholder	● Explore human relationships through new forms of hyper-technological creativity in which the international public becomes an active part and co-protagonist of the experience ● Create new cultural and tourist imaginaries
5	About the stakeholder	TuoMuseo is an international collective of artists, game designers, developers, sound designers and 3D animators working at the intersection of art and video games. Their goal is to explore human relationships through new forms of hyper-technological creativity in which the international public becomes an active part and co-protagonist of the experience. By reworking existing heritage or creating new art, they aim to create new cultural and tourist imaginaries. Winner of the Cariplo Foundation Cultural Innovation call, it is currently the European leader in the design and implementation of interactive experiences with dozens of active projects for large institutions in the last two years. From the award-winning Father and Son for the Mann of Naples with over 4 million downloads in Firenze Game to let children discover the hidden treasures of Florence through Past for Future (Marta Taranto) elected best digital project 2018 by ArTribune magazine. Also by TuoMuseo the pioneering A Life in Music, the first transmedia project for the Teatro Regio di Parma.
6	Stakeholder contact information	info@tuomuseo.it

7	Stakeholder website	https://www.tuomuseo.it/

Local, Cultural, and Creative Resources		
1	Name of stakeholder	Polygon Moon
2	Country of affiliation	Italy
3	Type of stakeholder	- *Games developer*
4	Interests of the stakeholder	Game design and development
5	About the stakeholder	Polygon Moon aim to make online multiplayer games accessible to everyone. The games developed are open to everyone, simply to play, but hard to master. Their strong values are centered around equity, sociability, and transparency. Polygon Moon believes in small studio capability to achieve great results. They focus on staying agile, innovative, flexible, and ready for action at any time, using a strong lean development and growth hacking strategy.
6	Stakeholder contact information	info@polygonmoon.it
7	Stakeholder website	https://www.polygonmoon.it/

Local, Cultural, and Creative Resources		
1	Name of stakeholder	Game maker Academy
2	Country of affiliation	Italy
3	Type of stakeholder	- *Games developer*

4	Interests of the stakeholder	- Training on game design and development - Share innovative ideas
5	About the stakeholder	Game Maker Academy is a digital arts school where you can learn the art and technique of video game creation: from conception to design and programming. A factory-lab to develop new digital storytelling techniques, from videogames to cartoons and cinema. And more generally to explore all the arts related to interactive entertainment: graphics, music, audiovisual and narrative. It offers in-depth post-diploma and post-degree courses dedicated to developers, authors and artists who want to specialise in the technique of creating and developing video games. Younger people can take courses aimed at learning logic and computational thinking and developing creativity.
6	Stakeholder contact information	info@net-press.it
7	Stakeholder website	http://www.gamemakeracademy.it/

Local, Cultural, and Creative Resources		
1	Name of stakeholder	CRS4
2	Country of affiliation	Italy
3	Type of stakeholder	Institutional
4	Interests of the stakeholder	Game design and development

5	About the stakeholder	CRS4 is an interdisciplinary research center, founded by the Sardinia Autonomous Region on 1990, whose sole shareholder is the regional agency Sardegna Ricerche. The center promotes the study, development and application of innovative solutions to problems stemming from natural, social and industrial environments. Information Society and Technology and High Performance Computing are the supporting foundations. Since 2003, the center is located within Science and Technology Park (Polaris), a point of attraction for high-tech research in the Comune of Pula, about 40 km from Cagliari. The mission is to help Sardinia to build and support a layer of modern high tech industries considered essential to its economic and cultural development. CRS4's efforts in technological development and scientific research focus on state-of-the-art computational technologies and on their application to several areas: biosciences, information society, energy and environment. The center is running a specific programme on GAME-BASED INTERACTION AND TECHNOLOGIES . The aim of this program is to investigate gaming in order to explore and evaluate how games technology, methodology and algorithms may be effectively applied to other sectors. Areas of research investigation include AI, robotics and HCI. The activities focus on innovative approaches and solutions in the following areas: - Rapid prototyping on game and wearable interfaces; - design innovative digital media based on videogames tech - gaming and its derivations (gamification) to conduct research in other areas (i.e. tourism, training, edutainment, marketing) Source: Crs4 website
6	Stakeholder contact information	Massimo Deriu – Head of the programme mderiu@crs4.it
7	Stakeholder website	https://www.crs4.it/it/

Local, Cultural, and Creative Resources		
1	Name of stakeholder	SJM TECH
2	Country of affiliation	Italy
3	Type of stakeholder	Company
4	Interests of the stakeholder	Software solutions based on our 3D display technology
5	About the stakeholder	Established in 2005, SJM TECH is focused on web design, innovation, and 3D applications. Our mission is to experiment new visual communication formats and tools, making them available on smartphones, tablets, PC/Mac and any other media, as stand-alone or web applications. Already selected by Bentley for The Extraordinary Infrastructure Projects of 2012 Be Inspired Awards, category “Innovation in mining and metals”. Our solutions are optimized for interactive experiences by the means of touch and vision and augmented reality, particularly suitable for: museums, exhibitions, company presentations and so on. We work in the fields of cultural heritage, industrial, medical, architectural, engineering, construction, multimedia and entertainment. Some of our international customers are: Microsoft, University of Bern, Mediaplanet. We are involved in several partnership projects with: University of Cagliari (Faculties of Engineering, Architecture, Archaeology), University of Bern (Medical Science Faculty), CRS4 Research Center (I-CT Information Society). Source: SJM TECH website
6	Stakeholder contact information	info@sjmtech3d.com
7	Stakeholder website	https://www.sjmtech.net/

6.1.4 Financing Structures and Procedures

Gamification Financial Resource		
1	Name of stakeholder	Azienda speciale Parco Regionale Naturale Porto Conte
2	Country of affiliation	Italy
3	Type (Public/commercial)	Public
4	Overview Describe the potential financing source] [Specify if the funding source is acceptable for which type of sites (e.g. openness to private commercial sponsors or fees, potential availability and willingness to use public funds, existing financial incentives for startups, international grant funding	The management body of the Porto Conte Regional Natural Park and the Capo Caccia - Isola Piana Marine Protected Area is the Azienda Speciale Parco di Porto Conte, a company owned by the Municipality of Alghero, which is entrusted with the management of the two protected areas by the Autonomous Region of Sardinia and the Ministry of the Environment and Protection of Land and Sea. The Special Agency is based in the prestigious former penal colony of Tramariglio, where the offices of the political, administrative and technical bodies are located. In the spirit of an active and concrete territorial governance in its results, the Porto Conte Regional Natural Park has put in place a series of programmatic actions aimed at creating institutional relationships and creating networks of collaborations both with park authorities in Sardinia and with foreign ones, but also other institutional subjects that in various capacities deal directly or indirectly with the environment, environmental protection, sustainable development and social integration. In particular: - Collaborations in the field of environmental education and participation in environmental projects. - Collaboration and synergy in the development of strategies aimed at promoting organic and traditional agri-food production in the park area.

		- Collaborations and assistance in environmental education, environmental protection, fire prevention activities. - Active participation in the development of forestry management strategies, forest planning, territorial promotion, extraordinary maintenance, agri-food production. - Specific environmental and sustainability education projects, support through educational projects specific to fire prevention activities.
5	Procedure (describe the procedure to access the fund) potential availability and willingness to use public funds	Porto Conte Regional Natural Park has its own funds to invest in the implementation of projects in line with its mission. Furthermore, the Park undertakes to develop strategic planning and programming access to community funding channels.
6	Stakeholder contact information	info@parcodiportoconte.it
7	Stakeholder website	https://www.algheroparks.it/

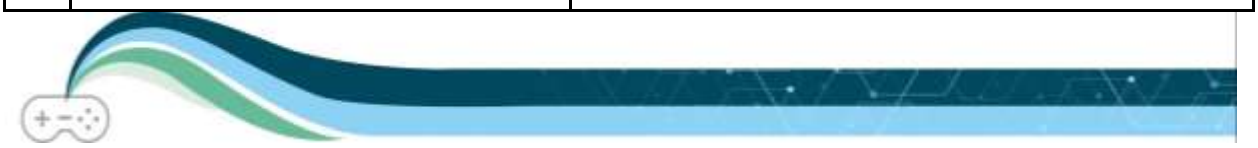
Gamification Financial Resource		
1	Name of stakeholder	Fondazione Giuseppe Siotto
2	Country of affiliation	Italy
3	Type (Public/commercial)	Private Foundation
4	Overview Describe the potential financing source] [Specify if the funding source is acceptable for which type of sites (e.g. openness to private commercial sponsors or fees, potential availability and willingness to use public funds, existing financial incentives for startups, international grant funding	The Foundation - the only case in Sardinia - was included among the National High Culture Institutes in the table of the Ministry for Cultural Heritage and Activities, in recognition of both the quality of cultural initiatives and the rigor of its organizational and administrative management. The purpose of the Foundation is to cultivate the study and dissemination of the history of Sardinia and to encourage all activities and initiatives that are connected with the aforementioned purpose. In

		particular: it increases its own library and archive; articulates its cultural activity in work sections and seminars; promotes internships for young graduates and undergraduates in archival and library science; establishes scholarships for young scholars; promotes research, courses, conferences, concerts and theatrical activities; promotes, plans, organizes and manages seminars and exhibitions and training activities for teachers; promotes publications and periodicals consistent with the corporate purpose; participates in initiatives for the conservation and enhancement of historical and cultural heritage, in particular of Sardinia. Source: Fondazione Siotto website
5	Procedure (describe the procedure to access the fund) potential availability and willingness to use public funds	Fondazione Siotto has its own funds to invest in the implementation of projects in line with its mission. Furthermore, the Foundation undertakes to develop strategic planning and programming access to community funding channels.
6	Stakeholder contact information	info@fondazionegiuseppesiotto.org
7	Stakeholder website	https://www.fondazionegiuseppesiotto.org/

Gamification Financial Resource		
1	Name of stakeholder	Diocesi Alghero-Bosa
2	Country of affiliation	Italy
3	Type (Public/commercial)	Diocese
4	Overview Describe the potential financing source] [Specify if the funding source is acceptable for which type of sites (e.g. openness to private commercial sponsors or fees, potential availability and willingness to use public funds,	The diocese of Alghero-Bosa is a seat of the Catholic Church in Italy, suffragan of the archdiocese of Sassari, belonging to the ecclesiastical region of Sardinia. In 2018, it had 109,206 baptized out of 109,760 inhabitants. It is governed by the bishop Mauro Maria Morfino. The Diocese manages part of the cultural heritage of the city of Alghero (in addition to the city

	existing financial incentives for startups, international grant funding	churches, the Diocesan Archive and the Diocesan Museum of Sacred Art) and promotes projects in line with the values and principles of the Church.
5	Procedure (describe the procedure to access the fund) potential availability and willingness to use public funds	In particular, through the "Policoro Project", the Diocese promotes and supports young people aged 18 to 35 in the search for work and offers useful tools for self-employment and integration into the world of work. In the Diocese, the Project, in synergy with the Youth Ministry Service, Caritas, the Office for Social Problems and Work, is committed to training and assistance. At the same time some peculiar activities are: - The counter activity for young people who require advice. - Accompaniment in the creation and design of a business, starting from the formulation of the business idea up to the drafting of the Business Model Canvas (this is the model that clarifies the operation of the business) and the Business Plan (Economic Plan). - Activities of an informative nature on the possibilities of financing and active tenders, on the opportunities present in the territory and on the realities to contact to start your own business. diocesi.alghero@progettopolicoro.it
6	Stakeholder contact information	segreteria.curia@diocesialghero-bosa.it
7	Stakeholder website	http://www.diocesialghero-bosa.it/

Gamification Financial Resource		
1	Name of stakeholder	Ministry of Economic development
2	Country of affiliation	Italy
3	Type (Public/commercial)	Public
4	Overview	The "First Playable Fund", with an initial endowment of 4 million euros, is a Fund set up at the Ministry of

		Economic Development with the aim of supporting the development of the digital entertainment industry at national level by granting non-repayable contributions to projects which, through the development of the conception and pre-production phases, intend to create a videogame prototype intended for commercial distribution.
5	Procedure (describe the procedure to access the fund)	As of 10 January 2022, the deadline for submitting requests for the disbursement of contributions under the Fund for Digital Entertainment (FID) is open. Requests for disbursement may be submitted exclusively by certified electronic mail (PEC) to intrattenimentodigitale@postacert.invitalia.it
6	Stakeholder contact information	urp@mise.gov.it
7	Stakeholder website	https://www.mise.gov.it/index.php/it/incentivi/impresa/intrattenimento-digitale

Gamification Financial Resource		
1	Name of stakeholder	Fondazione di Sardegna
2	Country of affiliation	Italy
3	Type (Public/commercial)	Private Foundation
4	Overview	The calls relate to the following sectors: "Art, activities and cultural heritage", "Public health, preventive and rehabilitative medicine", "Local development", "Volunteering, philanthropy and charity", in 2022 they envisaged a commitment of 4.345 million euros.
5	Procedure	The Calls are addressed to public and private non-profit entities, as identified in the Regulations for Institutional Activities. Projects and proposals can be submitted according to the methods indicated through the ROL system, available on the website: www.fondazionedisardegna.it, in the "Contributions" section.
6	Stakeholder contact information	fondazione@fondazionedisardegna.it
7	Stakeholder website	www.fondazionedisardegna.it