

AGENDA: BETTER Import Workshop – Regional Conference:
Presentation of the Leader Partner’s Regional Action Plan:
*“Green and Phygital: rationalize the Touristic Portals
and designing the Touristic Offer in Genoa”*

Wednesday 13th July 2022

Sala Cuspide, Genova Blue District | Via del Molo 65 AR – Genova, 16128

16,00 Registration

16,15 **Welcome and Introduction by Lead Partner**, Municipality of Genoa

Enrica Spotti, Financial Manager, Municipality of Genoa

What is BETTER, the journey so far and RAP Introduction

16,30 **Import Workshop**, Gävle, Svezia

Annika Lundqvist, Head of International Office, Gävle, Sweden

Service design and e-services in Gävle Municipality

Presentation, Q&A and discussion

17,00 **Regional Conference**, Municipality of Genoa

Giampiero Biamino, Manager of Innovation and Digitalization projects, Municipality of Genoa

Marco Babbei, Project manager of Green and Phygital

Green and Phygital - Technical and communication speeches

17,30 **Regional Conference**, Liguria Digitale s.p.a.

Lorenzo Rizzo, Responsible of Customer Consultancy, Design & Project Management, Liguria Digitale

Green and Phygital - Support to project by In House Company

18,00 **Q&A Time**

Representative of Liguria Digitale and Comune di Genova

18,15 **Aperitivo**, Kindly offered by the LP

Genova Blue District, First Floor

Registration and confirmation: better@comune.genova.it

Host, Municipality of Genoa :

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Link for Online Meeting:

<http://shorturl.at/hnPQU>