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REGIONE AUTONOMA DELLA SARDEGNA

Changes and effects: the use of indicators as a support for programming in the Sardinian Region. A case study on Tourism Policy

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Agenda

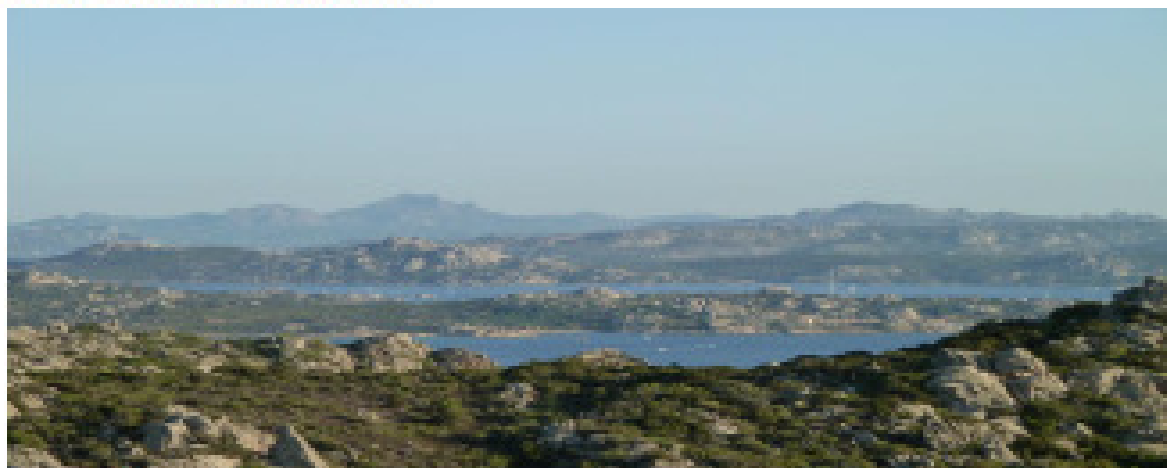
1. Introduction
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3. Pilot test and new indicators
4. A case study on Tourism Policy
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Changes and effects: the use of indicators as a support for programming in the Sardinian Region. A case study on Tourism Policy



The new European approach has encouraged Sardinian Region to use indicators, but we have several works in progress.



Here we talk about two of them :

- 1) IDMS (born 4 years ago, linked to regional programming)
- 2) Changes and effects: the use of indicators as a support for programming in the Sardinian Region



1. Introduction First work :

Changes and effects: the use of indicators as a support for programming in the Sardinian Region

Born

as a pilot test for indicators for new Cohesion Policy 2014-2020

It is based on :

a) two key words for new European approach : *Change and Interoperability*

b) two questions: *What do you want to change? How do we measure it?*

now

is a work in progress of a task force composed by personnel of all Region of Sardinia departments, coordinated by evaluation Division of monitoring on public investments.

Here

a part of the work: Indicators on Tourism Policy





2. EU programming 2014-20: new methodology

➤ In December 2012 EU Commission released "Guidance document on monitoring and evaluation of European Regional Development Fund and Cohesion for the 2014 – 2020 programming period "

➤ In the document it is stated that the citizens (beneficiaries) will play an important role in the new programming 2014-2020 in two ways:

➤ Contribute to set up the "need" to be fulfilled by investment projects

➤ Monitor and Control the project, as they expect to know what has been achieved with public money and want to be sure that EU run the best policy

➤ Sardinia Region has recently started the process for the definition of the new programming 2014-20 using european funds . The results obtained by the development policies, measured by indicators, play an important role as they will be communicated and shared with stakeholders: citizens, entrepreneurial association, syndacate, etc.





3. Pilot test and new indicators: a case study on Tourism Policy

What do you want to change? How do we measure it?

- Why are the results indicators so important? What do the indicators mean?
- Starting from needs, policy makers must identify the change in the current situation, to be obtained
- Change will be measured by a set of statistical indicators
- Tourism Policy : the change we have identified is increasing the mean number of tourists in winter period, so indicator will be a mean number of tourists in winter
- The emphasis is on the outcome, defined as the specific well-being and progress of people (workers, entrepreneurs, savers, family or community members, consumer etc.) that motivates policy action
- The choice of needs and outcomes should be the result of a *deliberative process, based on public debate (use of Open Data and WEB 2.0 social media)*
- Outcome must be simple, with a strong statistical meanings and at the same time easy to communicate





4. A case study on Tourism Policy

- ✦ Tourism Policy is strong driven by Region of Sardinia
- ✦ Strong Identity , 300 local museums , 377 towns
- ✦ 3 airports , 3 medium ports, several small ports
- ✦ Actions of territorial marketing



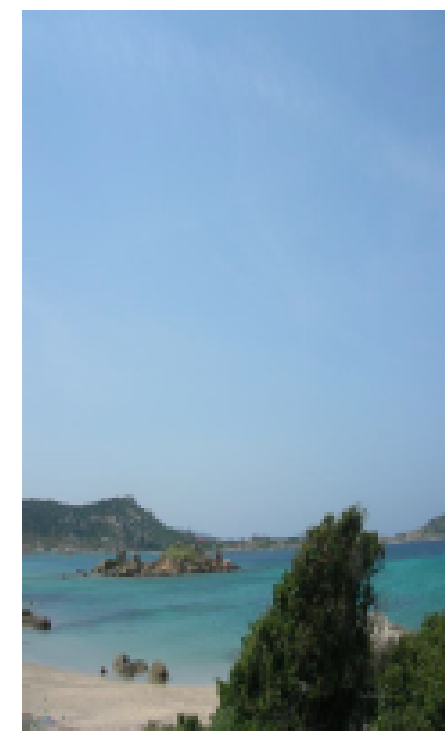
- ✦ Tourists mainly in July and August
- ✦ High cost of transportation

What do you want to change?	How do we measure it?	
	Indicators	
	Result indicators	Output indicators
<p>Change: improve the tourism demand in the low season</p>	<ul style="list-style-type: none"> ☐ number of presences in low season by countries and regions of origin ☐ number of visitors in museums and archeological areas in low season 	<ul style="list-style-type: none"> ✦ number of events (conventions and initiative de-seasoning or other type of events) funded by Region that comprise at least one night stay in the low season ✦ number of the seasonal initiatives funded by bonus addressed to non resident people ✦ Number of tourist facilities funded ✦ N° of residents that stay at least one night in low season (economic and well-being indicators)



5 What Sardinian Region is doing

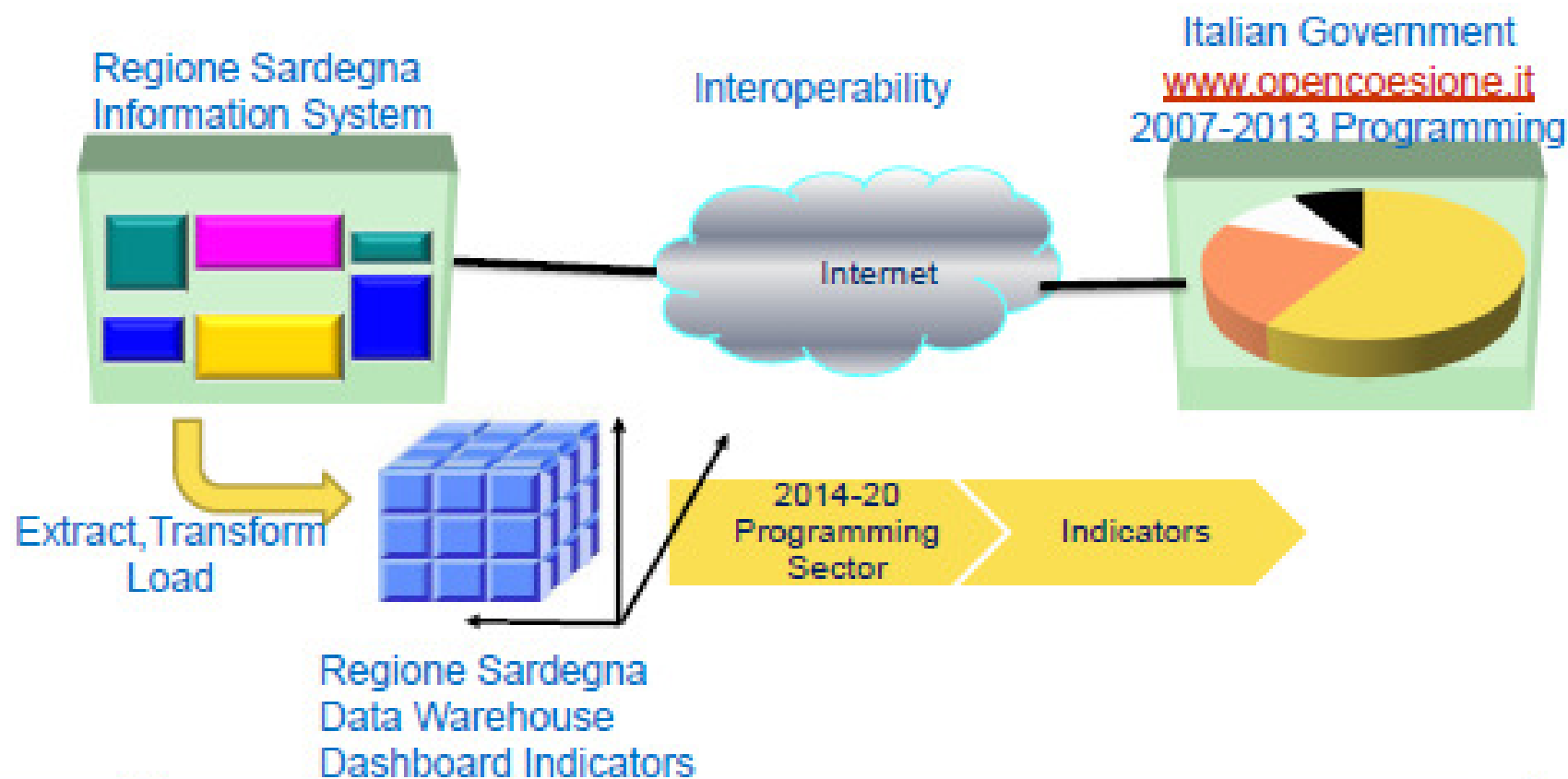
- ✓ Set up of 7 focus group dedicated to the new programming, one of them is specifically devoted to *common indicators and output indicators*
- ✓ The work group had been created and is composed by personnel of all regional department coordinated by evaluation unit of monitoring on public investments
- ✓ Starting from the indicators indicated by the EU, Regione Sardegna is at present choosing the most appropriate to the specific needs and programming
- ✓ A questionnaire has been sent to all departments contact point to make a census of all the data bases related to the 11 priority sector to address in the new programming policy, in order to set up the indicators ex ante and target
- ✓ The DB will be built with the indicators and will be integrated within a central (government) WEB site called "open coesione" in a OPEN DATA format.





6. Conclusion

A business intelligent dashboard will be made available, the model is the web site of the Italian government: opencoesione.gov.it. The information of programming 2007-13 will be available also in a OPEN DATA format to stakeholders





Thank you

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