



## THE ITALIAN APP FOR SUSTAINABLE TOURISM

Map of the Italian Cultural Heritage, Social Marketplace, Community

### Viva Technology - Paris 2022

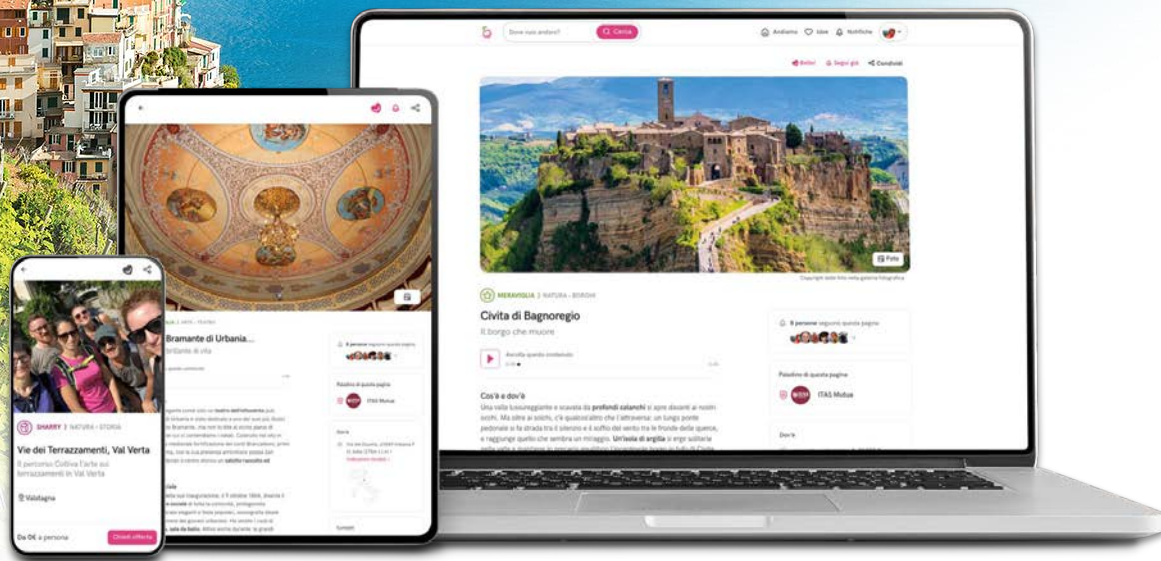
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# SHARRYLAND

## Andiamo?



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**SharryLand** is an innovative startup and **Benefit Company** founded in Padua (Italy) in November 2017.

- It is **the first** national App and platform dedicated to **Italy's natural and cultural heritage** in inner areas and to **experiential, sustainable tourism**.
- By integrating for the first time **Marketplace, Social Network, Wiki, Search Engine, Community**, SharryLand can **network** travellers, local professionals and stakeholders in tourism, culture, local agriculture and can **trigger sustainable growth**.
- It is a strategic and **systemic solution** to foster Recovery and Resilience in small **local communities** and boost their economic development.
- Most of all, it is already **online and on the go!**

SharryLand is fully aligned to the objectives for Culture and Tourism of the **Italian RRP** (Recovery and Resilience Plan).

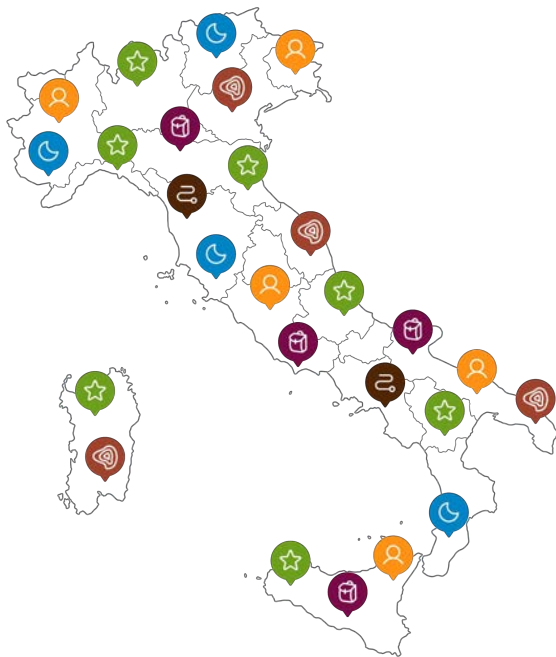




SharryLand 's mission is based on 3 pillars:

1. **Digitalising the immense and unique Cultural Heritage of Italy's inner areas**, both tangible and intangible, to create the first Map of Italy's Wonders - *La Mappa delle Meraviglie* (nature, art, history, traditions, food&wine), with geolocalized contents and a storytelling approach;
2. **Mapping and networking the «human capital» of inner areas** to create **ecosystems** and boost local economies: local professionals and stakeholders (ho.re.ca, guides...) with all the experiences, products, services they offer, fully integrated in the Map of Wonders;
3. **Providing integrated digital tools** to allow direct matching of supply and demand (search engine, booking, e-commerce, social tools, community, wiki).

**Nothing like this exists today in Italy on a national or regional scale.**





## SHARRYLAND | A STRATEGIC SOLUTION

What are the **needs** of Italian and foreign visitors and local people in inner areas and rural communities? SharryLand is a **strategic answer** to these needs, which have become more urgent after the pandemic.

### INNER AREAS, RURAL COMMUNITIES

- their Cultural Heritage is unique and immense, but mostly **unknown**
- they are isolated and unable to **network**
- they lack **infrastructures** and public means of transport
- they risk **abandonment** and depopulation
- they are **invisible** on the internet

### TRAVELLERS AND LOCALS

- they look for **alternative destinations** and **authentic experiences** with local communities
- they need a “**compass**” to find their way on the web
- they look for people with **similar** interests
- they look for forms of **sustainable** tourism

### PROFESSIONALS AND LOCAL STAKEHOLDERS

- they don't share a common **project** to promote their local identity
- they often lack **digital skills**
- they are **invisible** on the web
- they find it hard to reach their **target**



# SHARRYLAND | AN INTEGRATED APPROACH: HUB AND ECOSYSTEM

Our strength lies in our integrated approach. SharryLand is a cloud-based national HUB which, by geolocating and networking inner areas and their stakeholders, and by providing them with innovative digital tools, can trigger the development of **Sustainable Tourism**: slow, green, low-impact, cultural and experiential.



### **SOCIAL NETWORK and COMMUNITY of TRAVELLERS and LOCALS**

Travellers can find answers to all their **needs** in one single App: they can find and share inspirations; they can find friends, local products and services; they can have a reliable “compass” to navigate the web.

### **MARKETPLACE and E.COMMERCE**

An innovative system, **integrated** in the Map of Wonders, to **promote** and **sell** Experiences, Local Products, Services, for Sustainable Tourism; with tools to **manage** groups, dates, **tailor-made** bookings, payments...

### **MAP OF WONDERS / WIKI / SEARCH ENGINE**

Unique in Italy, a collective storytelling project to digitalize the immense Cultural Heritage of Italy's inner areas; a national Map with a powerful Search Engine with filters (place, date, interests, "around me")

### **ECOSYSTEMS**

Each “Meraviglia” is like a magnet: it **gathers and circulates** Experiences, Events, Services, local Products and Professionals.

### **LOCAL NETWORKS**

The Map develops a culture of networking among local stakeholders. Structured networks create non-mainstream local destinations and/or specific threads (Foods&Wines, etc.) running throughout Italy.









## END-USERS

- **Italian and foreign travellers** looking for inspirations and experiences for their holidays and longer trips
- **Locals** looking for inspirations and experiences for day trips and free time activities



## LOCAL STAKEHOLDERS

- Local **guides** and experts
- **Tour operators and travel agencies** (incoming)
- **Associations** promoting culture, sports, art
- **Services** for outdoor sports
- **Accommodation** facilities (small hotels, B&B, farmhouses)
- **Food & Drink** facilities (home restaurants, inns..)
- **Wineries and farms**
- Local **artisans**
- **Promoters of cultural events**
- **Food districts, consortia, area brands, trade associations**

## LAND AND CULTURAL BODIES

- **Museum, theaters, listed buildings**
- Natural **parks and gardens**
- **Local agencies** promoting tourism
- **Municipalities, Regions, other public bodies and organizations**
- **Foundations, research and cultural institutions**







## SHARRYLAND | WHAT TRAVELLERS CAN DO

### SEARCH FOR

Points of Interest and Itineraries (Meraviglie), Experiences, Events, Holidays, Services, Professionals (search by location, interests, date, or “around me”)

### BOOK AND BUY

Experiences, tours, events, services, products, accommodation...

### REQUIRE CUSTOMIZED OFFERS

### JOIN THE COMMUNITY

- **Follow** and contact professionals
- **Follow a Meraviglia** to receive news from the area
- **Narrate Meraviglie** and share them on the Map
- **Create wishlists** (travel ideas) and share them
- **Share** contents on other social networks
- **Add comments, photos, feedback**
- **Meet people with similar interests**







**1. TAILOR-MADE PROJECTS**

Non-mainstream Local Tourist Destinations  
Projects for Territorial Marketing / Gamification  
E-commerce systems for short supply chains  
Curated Contents

**2. TRANSACTION FEES and YEARLY SUBSCRIPTIONS**

Fee on direct selling through SharryLand's innovative multifunctional e-commerce system  
Yearly subscription to the full kit of professional services (basic services are free of charge)

**3. GEOLOCALIZED ADV SERVICES**

Sponsorship ("Paladins of the Map") and other ADV services

Other business lines, such as Big Data Analytics, will be activated upon achievement of higher traffic volumes





**PICCOLE PATRIE - partner: Simtur and ACT** - Activate local communities to create “authentic”, green holidays for visitors, who can experience their stay as “temporary citizens”



**CONVIVALIA - partner: Convivalia** - Integrate organic farming and Food Districts in the Map of Wonders (rural tourism & tools for short supply chains and fairtrade purchase groups)



**FILO' -** Support local communities in organizing alternative forms of accommodation (such as “scattered hotels...” ) to be integrated in the Map of Wonders



**SHARRYGOAL** - Implement tools for MaaS (Mobility as a Service) and networking green mobility systems in the Map of Wonders, to improve mobility in inner and rural areas and reduce impact on the environment



**ACCESSIBILITY - partner: Bandiera Lilla** - Give more visibility to Wonders, Experiences, Operators taking special care in improving accessibility standards for the physically disabled.

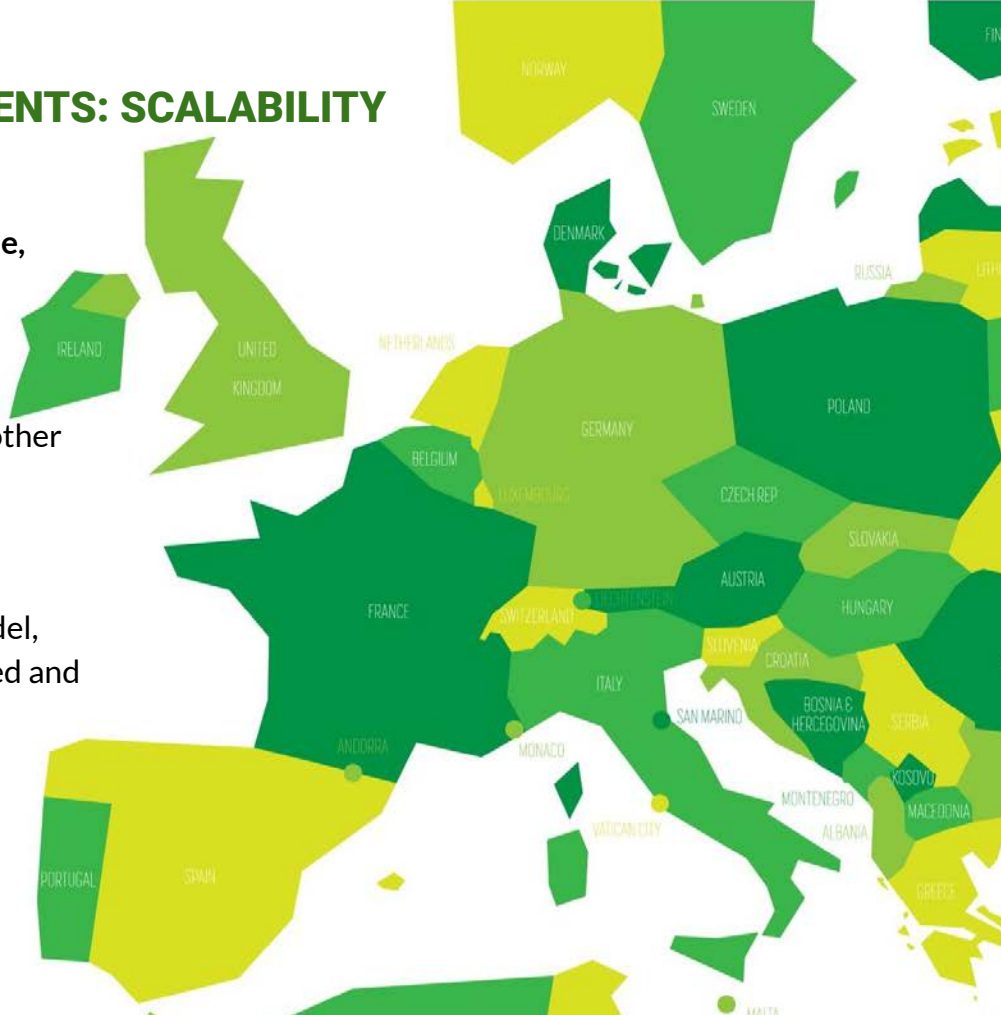
**BIG DATA ANALYTICS** - Provide analysis to companies and public bodies, to help them plan sustainable development strategies for tourism, their territory or their businesses.



SharryLand has been designed since inception as a **scalable, expandable infrastructure**.

With the involvement of territorial and financial partners, “SharryLand Italy” is a model which can be **“exported”** to other European countries and adapted to their specific realities, keeping its social aims unchanged.

**The Model** - infrastructure and applications, business model, methodology, tools - has already been tested and optimized and can therefore be rapidly introduced to other countries.



SharryLand is an innovative **startup**, founded in Cittadella (Padua) in November 2017, based on an idea by *Luigi Alberton*, an entrepreneur with more than 30 years of experience in innovation technology, web communication and cultural dissemination.

The paid-up capital amounts to EUR 1.455.000, with the majority controlled by Luigi Alberton (through Iride Srl), followed by Fondazione Social Venture Giordano dell'Amore (Fondazione CARIPLO Group) as key investor, and about 30% owned by 57 small investors, who have supported the project of SharryLand since inception.

SharryLand started its operations in November 2019 with its web app and App for iOS and Android.

For the strong social impact of its activity, SharryLand became a Benefit Company in May 2020. **As a Benefit Company** SharryLand is committed to having a positive impact on the communities and the territories where it operates.

We meet the following goals of the **Agenda 2030**:

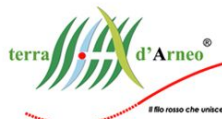
- 8** - Decent work and economic growth
- 9** - Industry, innovation and infrastructure
- 10** - Reduced inequality
- 11** - Sustainable cities and communities
- 12** - Responsible consumption and production
- 17** - Partnership for the goals
- 3** - Good health and well-being.







## SHARRYLAND | PARTNERSHIP AND COLLABORATIONS





SHARRYLAND

## THE FIRST MUNICIPALITIES "FRIENDS OF SHARRYLAND"

San Costanzo (PU)



Corinaldo (AN)



Turanina (RI)



Fossombrone (PU)



Varese (VA)



Laveno-Mombello (VA)



Isola del Piano (PU)



Calcata (VT)



Frontone (PU)



Pergola (PU)



Mondolfo (PU)



San'Ippolito (PU)



Riomaggiore (SP)



Castel di Tora (RI)



Paganico Sabino (RI)



Cagli (PU)



Terre Roveresche (PU)



Collalto Sabino (RI)



Dolegna del Collio (GO)



Vestena Nova (VR)



Mondavio (PU)



Fratte Rosa (PU)



Orvinio (RI)



San Lorenzo in Campo (PU)



Mercatello  
sul Metauro (PU)



Borgo Pace (PU)



Piobbico (PU)



San'Angelo in Vado (PU)



Urbania (PU)



Piandimeleto (PU)



Sgonico (TS)



Monte Porzio (PU)



San Giovanni  
Ilarione (VR)



Crespadoro (VI)



Apecchio (PU)



Badia Calavena (VR)



Corno di Rosazzo (UD)



Mossa (GO)



Altissimo (VI)



Pulfero (UD)



Nogarole Vicentino (VI)



Santa Lucia di Piave (TV)



Recoaro Terme (VI)



Selva di Progno (VR)





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