

Pinerolo March 19, 2018

**Dear European Young People, Dear European Citizens,**

The Association “**Laboratorio Pinerolese per la città e il territorio smart**” (La.Pi.S.) launches the International Ideas Competition “**Young people for a smart land open to Europe**”.

The Competition focus is the evaluation of high-quality ideas submitted by European young citizens, aged between 18 and 35, concerning a tourism offer for the Pinerolo area.

The ideas have to match with the criteria of accessibility, innovation, sustainability and need to be oriented towards a European horizon.

Creativity, originality, use of ICT technologies, interdisciplinary, internationality, risks assessment, economic and social value creation, add value approaches, according to “Principi del Piano Strategico di Sviluppo del Turismo 2017-2022” and “Linee Strategiche dell’Agenda Digitale della Regione Piemonte” are the challenges with which the young Competitors have to face during the Competition.

The Competition is promoted by La.Pi.S. in partnership with **GRP Televisione** (Media Partner), **Creativa Srl - Impresa di comunicazione**, **Infor - Elea SpA - Smart business academy**, **Mail Boxes Etc. - Centro di Pinerolo**, **Eutopia Srl - Circuito di credito commerciale Piemex**, **Starteed Group Srl**, **Zeichen Business Development GmbH** and with the patronage of **Rappresentanza in Italia della Commissione Europea**, **Agenzia per l’Italia digitale presso la Presidenza del Consiglio dei Ministri**, **Consiglio Regionale del Piemonte**, **Città Metropolitana di Torino**, **Anci Piemonte**, **Uncem Piemonte**, **Società Italiana di Scienze del Turismo**.

Thanks for your attention and have a nice participation.

La.Pi.S. Executive Board