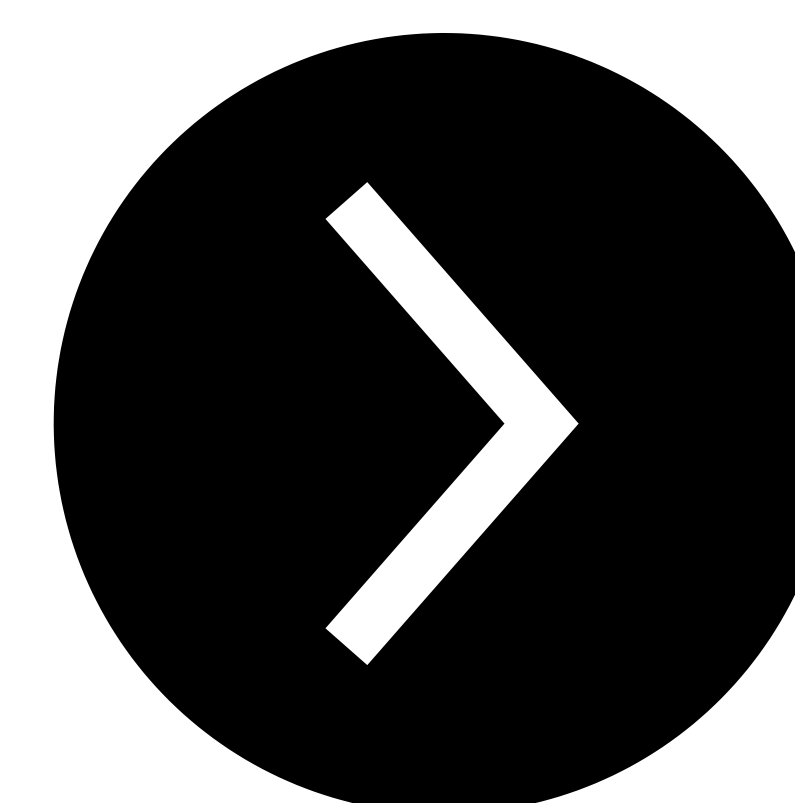




## Episode 18

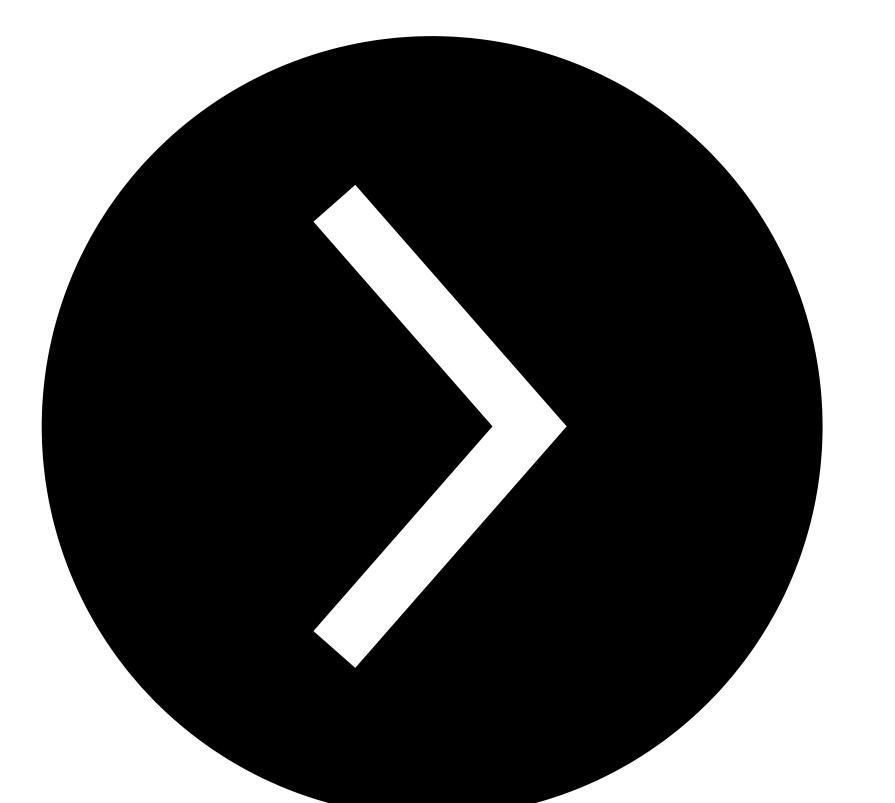
# How to rethink responsible tourism

IT.A.CÀ is a festival born in Bologna in 2009 that promotes responsible tourism through walks, bike tours and community events.



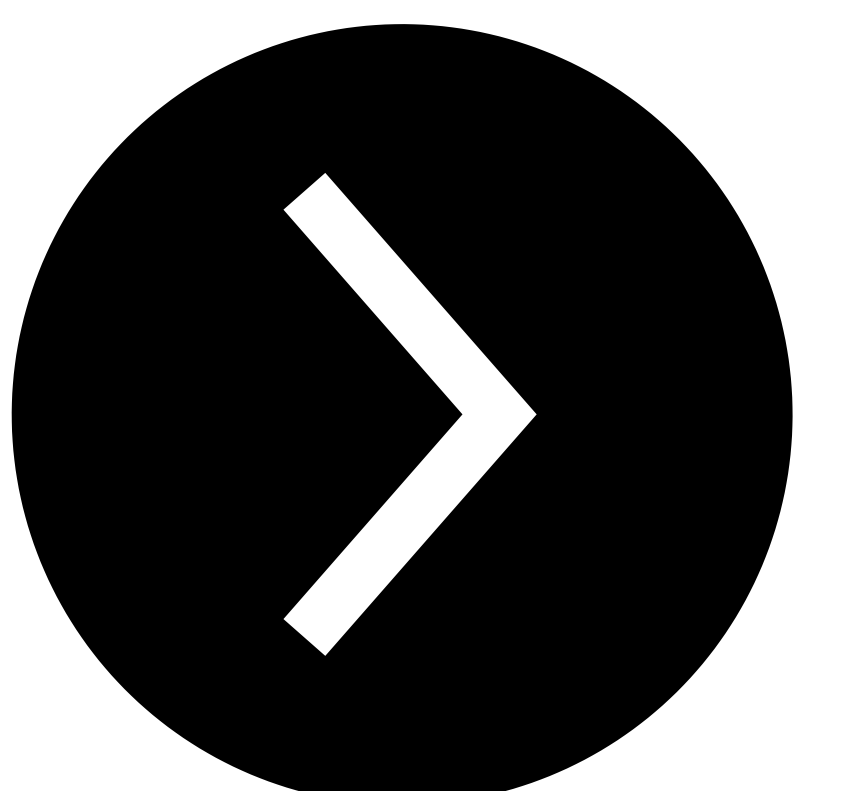
# The challenge

- Many destinations face the negative effects of mass tourism such as pressure on the environment.
- Loss of local identity and cultural authenticity.
- Limited involvement of communities in tourism decisions.
- Travel often becomes something to consume quickly rather than a meaningful encounter with a place and its people.



# The idea

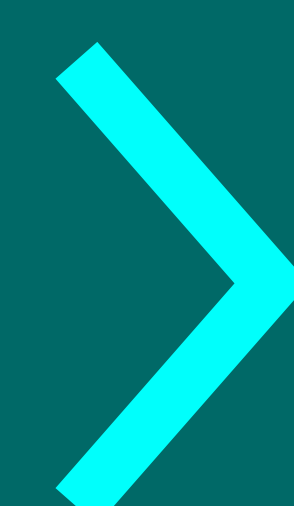
IT.A.CÀ is a festival born in Bologna in 2009 that brings together locals, travellers, associations and institutions to explore tourism that respects places, people and the environment through walks, bike tours, workshops, talks and cultural events.





# What's innovative here?

- **Bottom-up approach:** local communities design the programme based on their context.
- **Slow tourism:** promotes walking, cycling and mindful travel experiences.
- **Co-creation:** brings together visitors and local actors to shape responsible tourism experiences.
- **Community focus:** strengthens the connection between visitors and local life.

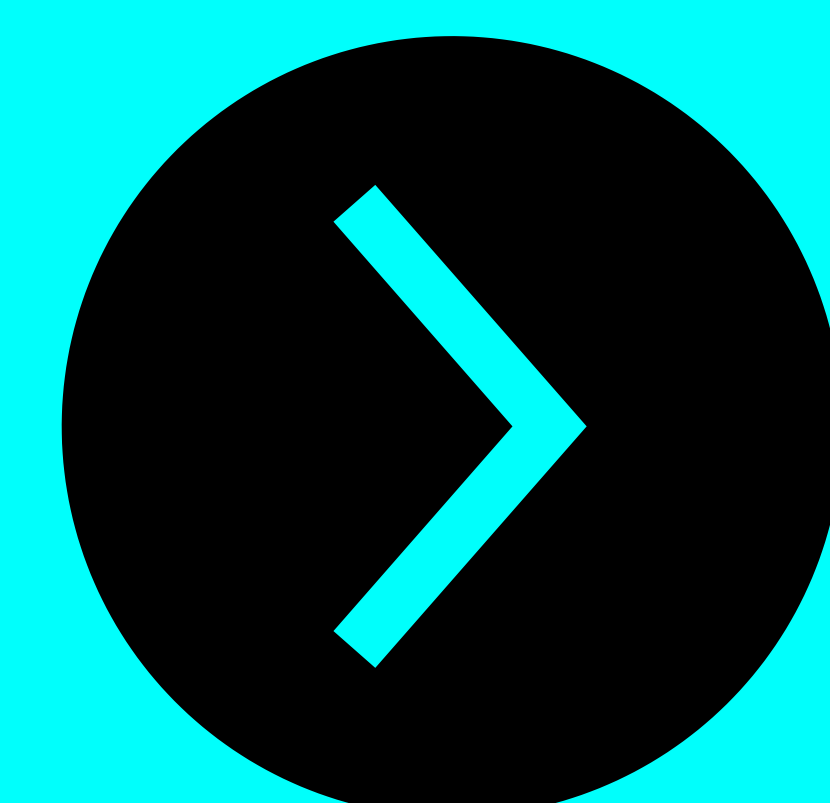


# Impact so far

Thousands of participants join every year across   
multiple Italian regions.


Hundreds of events promoting inclusive and   
sustainable tourism.


Raises awareness of responsible travel and   
local cultures.



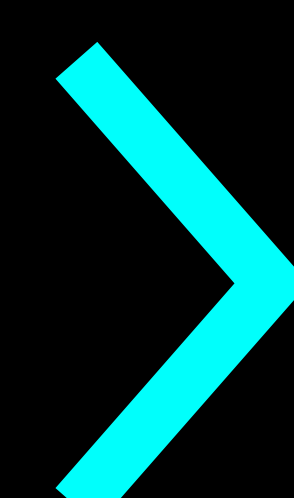
# Impact so far

Over 700 organisations have been involved since 2009. 

Supports local cultural initiatives and creates spaces   
for dialogue on sustainability.

Recognised nationally and internationally for   
its innovative approach to tourism.

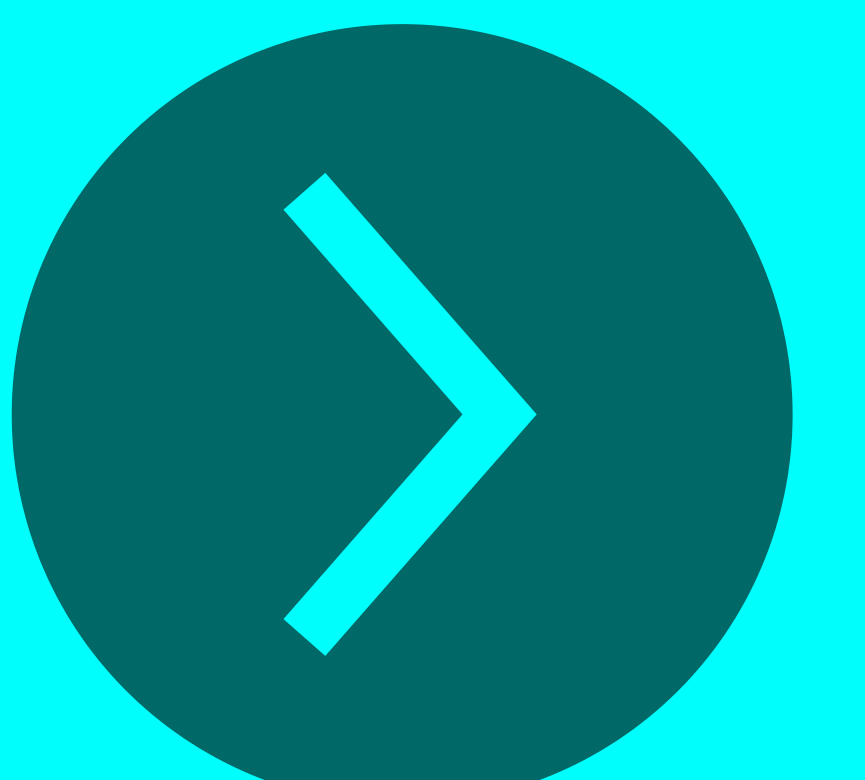
**Economic  
&  
systemic**





# What you can replicate

- Organise local events that encourage people to explore their area in a slower, more meaningful way.
- Promote walking, cycling and low-impact ways of travelling.
- Take time to explore your own city on foot and discover local places and stories.
- Choose local experiences and support small businesses when you travel.



# Social Innovation Spotlight

## Episode 18

**If this case sparked an idea,  
don't let it stay on this slide.**

**Adapt it, remix it, and bring social  
innovation to life where you are.**

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