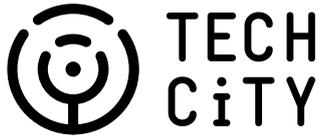




2nd Edition

Aveiro Urban Challenges

Smart management of users and visitors:
Technological solution aimed to manage
public in events and cultural spaces
(indoor or outdoor).



Challenge Proposal

Smart management of users and visitors: Technological solution aimed to manage public in events and cultural spaces (indoor or outdoor).

Scope of the challenge

Over the past 5 years, outdoor events have been asserting themselves and increasing considerable expression within the Municipality of Aveiro, result of a clear commitment of rehabilitation and capitalization of the historic city centre and the urban space for the promotion and experience of culture in City. Events such as “Boas Festas em Aveiro” [which includes New Year’s Eve], “Festival dos Canais”, Prisma - Art Light Tech, “Festival Dunas de São Jacinto”, “Animação de Verão”, “Artes no Cana”l and other street and flea markets, attract a wide number of visitors to Aveiro, which are added to the already usual (increasing) flow of tourists and to the inhabitants of the city.

The fact that these events of free and easy access, and take place in periods of the year when people enjoy outdoor events (summer, Christmas and weekends), increases the number of participants in such events. actions. The calculation and measurement of the ratio of people in a given location/event is, therefore, essential and a suitable planning is beneficial at the most diverse levels (planning, programming, adequacy of contingency plans, estimate of the real need for professionals in the different areas to be affected: staff, security, policing, firefighters, cleaning picket, ...).

However, this type of data is, at the present date, inaccurate and clearly insufficient for the best analysis, critical perception and qualification of the actions, including the level of impacts and sustainability of the same. This proposal is positioned within the framework of the current urban challenges, that is, the growing need to monitor visitors / participants in free events (even if subject to capacity, in the specific case of the Covid-19 pandemic prevention rules) and free of charge in outdoor spaces, both in access and flows and in terms of mobility within the city [event circuit].

The “Marinha da Troncalhada” Ecomuseum is part of the City Museums’ structure, which, due to its specificity, attracts a large number of visitors throughout the year. The characteristics of the salt pan itself and the salt production work, as well as the surrounding landscape and the richness in terms of wildlife justify this great demand of visitors. The fact that it is an open access space

also contributes to the considerable number of visitors. Being an active salt pan and a space that is open, it is only possible for the City Museum to calculate the number of visitors who participate in the activities promoted by the educational team that, which happens mostly with guided tour visitors. All other visitors are silent on the statistics of the Ecomuseum, which puts this museum equipment at a disadvantage within the framework of the Museums of Aveiro. It can also lead to cross-sectional analyses of museum audiences with uneven indicators [in the remaining museums, all visitors are counted, including free visits].

In addition to product results that are out of step towards the reality this situation brings a second limitation of great relevance, which is the impact of visitors on the salt pan. The “Marinha da Troncalhada” Ecomuseum is part of the Ria de Aveiro, which is a special protected area of the “Natura 2000” network under the Birds Directive. The presence of visitors, especially in exceeding number, has an impact on biodiversity and on the quality of the salt and the salt flower produced there, so it is relevant to monitor the human impact, both in visitors’ movements and with regards to mobility within the salt pan. Ultimately, we aim to maintain a balance between maintaining free access whilst protecting the ecological sustainability of the site.

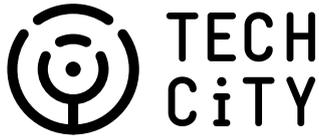
This proposal meets the scope of the urban challenges programme. In terms of current trends in museology, it responds to the generalized accessibility of audiences to cultural goods, in the same way that promotes the sustainable use of these same goods.

Challenge’s development

Indicators

[for the following outdoor events: Happy Holidays in Aveiro, “Festival dos Canais”, Prisma - Art Light Tech, “Dunas de São Jacinto Festival”, “Animação de Verão”, “Artes no canal” and other street and flea markets.]

- Number of visitors / spectators recorded in real time.
- Flow of visitors / spectators throughout the day in each action / event.



- Permanence of visitors / spectators throughout the day in each action / event.
- Mapping the mobility of visitors / spectators within the event circuit (map), in order to assess forms and reasons for mobility (time, proximity, interest, ...).
- Number of visitors / spectators using the action / event information panels.

Indicators

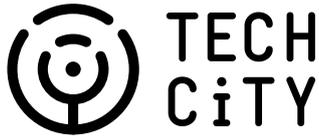
[for Ecomuseum "Marinha da Troncalhada"]

- Number of visitors and users of the "Marinha da Troncalhada" Ecomuseum on a free visit, recorded in real time.
- Flows of visitors throughout the day and year.
- Mapping the movement of visitors within the salt pan in order to verify forms of mobility.
- Number of nesting points.
- Number of visitors who use the informational / interpretive panels of the Ecomuseu Marinha da Troncalhada.

Impact

A | Statistical data | audience studies

- Collection of real statistical data with its consecutive analysis in the overall statistics of Major Events CMA – relevant to understand the positioning of Aveiro's Cultural Program in the search of visitors for events in the City.
- Precise knowledge of the movement of the public at local events.
- Collection of real statistical data from the visitors of the "Marinha da Troncalhada" Ecomuseum, with its consecutive analysis in the global statistics of the Museums of Aveiro and Galleries - relevant to understand the positioning of the Ecomuseum in the search for visitors to museums and the city.
- Precise knowledge of the movement of the public within the salt pans - visiting habits.



B | Event management and planning strategies

- Reinforcement and / or adjustments to the event circuits.
- Reinforcement and / or adjustments to contingency plans.
- Adequacy of the real need for professionals from different areas to be affected by events.
- Evaluation of impacts and sustainability of events.
- Contribution to the reduction of the carbon footprint.
- Contribution to the reduction of waste and proper handling of it.

C | Valuation strategies for outdoor events

- APP that gives real information to visitors / spectators (e.g. audience capacity in real time for several activities in parallel), for the better management of their circulation and, subsequently, better distribution of the public.
- Mechanism of alert for security levels and activation of means according to such levels.

D | Strategies for safeguarding and enhancing salt production, biodiversity and the landscape.

- Reinforcement and / or adjustments to the visit circuit within the salt pan.
- Quality of salt and salt flower [less dust impact].
- Increase in the number of nests.
- Definition of privileged observation points for the salt pans and the Ria de Aveiro.

Challenge Mentorship

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