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Thematic Network(s): Ecological Transition-Green Deal

Cross-cutting challenge(s): Energy Transition -Climate Change

Topic keywords: Circular Economy, Culture & heritage, Urban Mobility



Working together

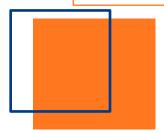
Umeå municipality (Sweden): Being a trio instead of a pair of cooperating cities was beneficial regarding comparisons during the study visits, since we had a wider range of circumstances as reference. It was not always easy though to agree on prioritising topics

Metropolitan City of Venice (Italy): Although it hasn't always been simple to establish common priorities, especially given the diverse scales and functions of our three cities, the formation of new relationships and the exchange of different points of view and solutions have been enriching experiences.

Kamakura City (Japan): Due to differences in national and regional characteristics between Japan, Umeå and the Metropolitan City of Venice, not everything we learned can be implemented right away, but all initiatives provided helpful ideas and new perspectives.

Learnt that different sustainability issues are prioritized differently in different countries. We have relatable challenges but approach some of them very differently depending on the cultural circumstances. This led to a new way of thinking when it comes to our own solutions, which is crucial in order to challenge and overcome innovation barriers that hold us back in our mission to become a truly sustainable society.

Umeå municipality





Learnt that our culture sets our priorities and drives possible solutions, although we face similar issues. From Umeå we learnt how effectively a participatory approach can shape decision-making process. From Kamakura we learnt the importance of developing sustainable tourism based on the preservation of identity and culture.

Metropolitan City of Venice (MCV)

In Umeå, we were able to learn about the level of administrative services provided to citizens, the extent to which cashless systems have been adopted, the gender-equal working conditions, and sustainability efforts around food. We would like to use these as a reference for the future development of the new city hall building and the City of Kamakura's efforts to realise a convivial society.

In the Metropolitan City of Venice, we learnt about their efforts to diversify tourists by refining and creating new tourist attractions, and strategies to promote the industry by combining art, culture, traditional crafts and tourism. In the future, we would like to develop and promote our tourist attractions/routes with a specific focus on tourism consumption and the dispersion of tourists.

We will continue to share knowledge and exchange views and make use of them in the management of the City

Kamakura City



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Climate & Food (Umeå)

EXECUTIVE SUMMARY

In today's world, we are facing the challenges of global warming and the excessive depletion of natural resources, which pose threats to the ecosystems that play a crucial role in providing us with essential food. While access to food should be a given for everyone, it is imperative that we begin to question the methods of production and their impact on our ecosystems and climate.

For the restaurant industry to function effectively, it is essential to have sustainable food supply as a prerequisite. One way to facilitate this transition and create favourable conditions for the local restaurant industry and the hospitality sector is through the establishment of a local network in Umeå called, The Northern Network of Climate & Food.

Restaurants hold significant influence as trendsetters and can leverage their sustainability efforts to reshape societal norms surrounding food. By doing so, they contribute to fostering more sustainable food consumption practices on a broader scale.

The City of Umeå manages the network and supports restaurants in Umeå in their sustainability work which makes it easier for Umeå's residents and visitors to go out and eat sustainable meals. The Northern Network of Climate and Food started in 2017 with 4 members and has become a tightknit community of restaurants and kitchens for peer-to-peer learning and exchange. Today there are 15 members, 11 of them are restaurants, three are public schools and one works with elderly care. This diversity is a big strength since it allows very different views and approaches to common challenges.





BRIEF DESCRIPTION ON THE SPECIAL FEATURES

We use learning sessions, workshops, and network meetings to give the members the opportunity to increase their knowledge regarding sustainability issues in gastronomy. Subjects such as climate impact, energy efficiency, environmental impact of food, biodiversity as well as working routines and financial aspects are topics within the network.

To shed light on the network and the sustainability work happening in the restaurants, we also have produced the <u>cookbook Climate & Food</u>. In this book, you meet restaurants/ chefs that are instrumental for The Northern Network of Climate and Food. You can read stories from each member about their sustainability journey and try inspirational vegetarian recipes that they share in the book. Also included are the chefs' best tip on how to reduce the food waste in your kitchen.





RESULTS AND IMPACT

Up until now the networks work resulted in increased usage of fossil free business vehicles, strategies for sustainability communication with guests, an increased number of plant-based items on the menus, a reduction of restaurant energy usage, an increased recycling and food composting rates. Furthermore, the phasing out of single use plastic products can be named as well as establishing new partnerships and business relations with local producers and an increased general awareness among professionals and customers.

With 15 members it is not the biggest of networks but quality is at the core, not quantity, and there needs to be a high level of trust between the members for them to open up and share freely. The pandemic was a challenging time for the gastronomy where the focus was more on economic survival but even in this the network could provide support (non-financial).

The Northern Network of Climate and Food is now, as of 2023, going to be embedded in a local green deal about food and agriculture as part of Umeå's climate roadmap plan where the municipality and local businesses make commitments towards the goal

of a climate neutral City by 2030. These engaged restaurants are important as front runners.



More information: Link to Video (Eng. Sub.), cookbook Climate & Food,

KEY FIGURES.

15 Members 26
joined activities

6

Year of experience

LESSONS LEARNED

Kamakura: The establishment of a sustainable restaurant network in Umeå is an advanced strategy to address the challenges from climate change and secure food diversity. It is also a comprehensive approach that can address various issues such as human resource development and the ageing society by working with restaurants, public schools, elderly care facilities and others.

There are many citizens in Kamakura who are highly interested in the SDGs and environmental issues. There are also many privately-owned restaurants that offer menus dedicated to food diversity and to reducing environmental impact. We would, therefore, like to consider referring to Umeå's example and promote the SDGs from the perspective of 'food' as one idea in the future.



Over-tourism and sustainable promotion of territories (Metropolitan City of Venice)

EXECUTIVE SUMMARY

The Metropolitan City of Venice (MCV) is the metropolitan authority in charge of the inter-municipal governance and coordination of the City of Venice and 43 other municipalities. It is responsible for the strategic development of the large metropolitan territory, which includes, among others, the task of developing policies to attract growth and incubate innovation. Recently, it is dedicating much attention to climate change adaptation policies.

The MCV is an active actor protagonist in the fight against over-tourism, a phenomenon that affects the marvellous city of Venice. As a promoter of sustainable policies, the MCV is committed to developing innovative strategies to distribute tourism flows in a balanced and responsible manner. Hence, it aims to divert a portion of tourists from the centre of Venice to the surrounding territory, offering an authentic and valuable experience through a series of integrated projects.

One example is MCV's promotion of cultural tourism in areas outside the congested city of Venice. The province of Venice is full of places that are still widely unknown, where visitors can discover enchanting and unexplored land-scapes, while fostering cultural exchanges with local communities. The doors are now opening to such authentic mutual enrichment.

Another example, is the MCV's use of sustainable urban mobility systems. A highly efficient infrastructure combined with reliable mobility services is allowing tourists smooth mobility while ensuring the preservation and enhancement of the natural and cultural heritage.

Lastly, MCV is using targeted promotional and awareness raising campaigns. A number of strategies have been introduced to communicate the wealth and opportunities offered by territories beyond the city of Venice to tourists.

MCV aims to become a model for intelligent tourism management through sustainable policies and strategic partnerships with the municipalities and other local actors. The goal is to ensure an authentic and balanced visit, offering tourists the opportunity to discover the wonders of the surrounding territory, while preserving the uniqueness and beauty of Venice.



>Traditional sailing boats in the lagoon of Venice



>Green routes in the metropolitan area



➤Tourism in Venice



BRIEF DESCRIPTION ON THE SPECIAL FEATURES

The promotion of itineraries to value the existing "corporate museums" together with the natural heritage is one of MCV's recent projects to counter over-tourism. "Corporate museums" are often funded by European Structural and Investment Funds through the Veneto Region.

- Cultural tourism outside of the City of Venice: "Corporate museums" and/or business archives, are places of collective cultural memory. Some show how new technology/content was first produced. Others show the heritage of a brand for wine, food. Corporate Museums are one of the attractions that represent slow tourism. It can lead to interaction between the tourists and the local community as well as the private sector. It has the potential of developing new programs and cultural experiences for tourists.
- Communication strategy: "Corporate Museums" tend to have distinctive features
 and usually show unique "narrated" exhibits that embody the local economy and
 culture. They also exist in conjunction with Eno gastronomic itineraries in the region which make them even more attractive for tourists.
- Sustainable urban mobility systems: MCV developed a program in which tourists
 visit a series of "corporate museums" scattered throughout the territory of the
 Metropolitan City of Venice, accessible to tourists through means of transport such
 as bicycles and low-polluting electric boats. The opportunities offered by the project promote the idea of more conscious tourism and divert a portion of tourist
 flows from the main island of Venice.



> Corporate museum



➤ Green tourism along the Piave River

RESULTS AND IMPACT

- Development of new business activities
- Promotion of the territory
- Formulation of new tourism promotion strategies
- Creation of sustainable tourist itineraries
- Management of decentralized tourist flows
- Containment of over-tourism through the creation of sustainable routes.

KEY FIGURES.

210

places to visit outside of MCV

1162 km

cycling routes

23

Museums outside of MCV



LESSONS LEARNED

Kamakura: We are also trying to disperse tourists and have started to do so by showcasing a variety of tourist resources scattered beyond the city centre and throughout the city. The example shown by MCV is interesting because of the potential it has to revitalise areas where our tourism resources are not concentrated. We would like to discover previously unknown attractions, not only through the cooperation of citizens, businesses and the administration, but also by incorporating the opinions of people outside the area. At the same time, we believe it is necessary to make efforts that contribute to improving the satisfaction of citizens as well as tourists.

We would like to share the initiatives of the MCV with our stakeholders, and refer to them when making our own policies. The use of electric sightseeing boats, as a type of environmentally friendly transport, is one of them. Another would be the way of refining tourist attractions through the use of local food, nature, culture and historical resources.

Umeå: Umeå does not have the same challenges, however we have a growing number of tourists in our region who want to experience a clean and natural environment. Nature in the north can be quite delicate and sensitive to human impact and the vast landscape makes it difficult to provide tourist amenities likes trash bins or toilets at all the locations tourists visit. Therefore, we are depending on a high tourist responsibility, and this is where MCV's experience can be helpful. We can also relate to the challenges tourism poses on tradition and culture. As part of Sápmi, the ancestral lands of the Sámi people, the last indigenous people in Europe, Umeå can offer a unique experience and cultural heritage to visitors, but we are at the same time very aware of the negative effect that touristic capitalisation can have on local culture and communities.



Citizen-led sustainable urban development (Kamakura)

EXECUTIVE SUMMARY

Kamakura is a historical city with a rich culture and natural environment passed down for generations. Furthermore, Kamakura boasts a high level of civic and regional power, as represented by two events. The first event is the 'Oyatsu Dispute' in the mid-1960s, which is considered to be the first campaign leading to the establishment of Japan's National Trust. Local residents started the campaign against the development of the city to protect the unique charm of Kamakura. The second event is the establishment of the 'Kamakura Citizens' Charter' which was developed with the hope that the city would retain its character and grow into a highly cultural city. The high level of civic and community power continues to the present day, and citizens and local businesses, who are personally attached to the development of Kamakura, are using the SDGs as one tool to implement various initiatives to realise a city where 'residents feel at home and choose to continue to live in '.

The city was selected as an SDGs Future City in 2018. The SDGs are the key word for Kamakura to connect society, the economy and the environment towards the creation of Mayor Matsuo's vision of 'Kamakura as a world-class sustainable city', in other words, to involve not only the City Hall but also various stakeholders.

In particular, the acceleration of SDGs initiatives in the city was triggered by the tragic event in August 2018, when the carcass of a blue whale calf washed ashore on a beach in the city and plastic was found in its stomach. Not only the government, but also citizens, businesses and others were forced to rethink the impact of plastic waste on marine life. Subsequently, in conjunction with Kanagawa Prefecture's 'Kanagawa No Plastic Waste Declaration', the city also made the 'Kamakura No Plastic Waste Declaration' and, in cooperation and coordination with Kanagawa Prefecture, started educational activities for citizens and businesses to review their lifestyles, encouraging tourists to take their waste home with them and promote the use of reusable tableware at events.



> SDGs Future Cities Accreditation Ceremony



➤ Beached whale calves

BRIEF DESCRIPTION ON THE SPECIAL FEATURES

A sharing service of reusable containers that can be used for takeaways at









A community in which individual and groups of citizens take the lead in coming up with initiatives to reduce environmental impact and protect the environment.

"Town coins (called 'Kuruppo' in Kamakura)"
 A community currency that encourages citizens to participate in SDGs related experiences and events. The name 'Kuroppo' comes from the sound of doves perching on the city's shrine.



RESULTS AND IMPACT

Megloo was developed by a local company in response to citizens' requests for reusable, rather than disposable, containers from the perspective of reducing environmental impact in the take-out culture that spread in the wake of the coronavirus pandemic. A particular feature of the project is that the service was reviewed and introduced spontaneously, without the involvement of the government. Restaurants that are member of the scheme can share reusable containers, thereby reducing the use of disposable containers for take-out food.

The Gomifes 532 programme is based on the theme 'Let's have fun solving the waste problem with the power of the local community', and contributes to 'making environmental conservation a personal matter' by encouraging children to think for themselves, practice and develop their own ideas for reducing waste, for example by holding workshops where they learn how to reduce waste by playing board games and discussing and presenting their own ideas for reducing waste. By allowing users to participate in the experiences and events offered on their smartphone app, Kuruppo is a starting point for a different approach to the SDGs, meaning that citizens can contribute to initiatives that achieve the SDGs without even realising it.



> The use of megloo.

KEY FIGURES.

134 g-CO2
CO2 reduction per use of

Megloo

168

Participants in the first Gomifes (online on 30 May 2021)

13,531

Number of Kuruppo users (as of 9 May 2023)

LESSONS LEARNED

Metropolitan City of Venice (MCV): As the MCV provides services to municipalities more than to citizens, it has been very interesting to have a closer insight into how communities can be involved in SDG initiatives and supported by the institutions towards the adoption of more sustainable lifestyles.



Umeå: Sustainable food is an important topic in Umeå as well. The megloo initiative is interesting for and a good example how simple solutions can stack over time and become very effective. We have tried something similar in a smaller scale but ran into issues that could not be solved at the time. Surely, we want to try again with help of Kamakura's lessons learned. Kuruppo is another great idea of how SDGs can be integrated in people's everyday life. What we like most in Kamakura's work, is that they very often start from a user perspective and involve citizens.



Station of Being (Umeå)

EXECUTIVE SUMMARY

One site visited by Kamakura and MCV in Umeå was the Station of Being, the central bus station for the university which is an experiment designed for arctic regions cocreated by the municipality, researchers, designers, and students. The City of Umeå is undertaking various sustainability projects, one of which aims to promote sustainable travel. Yet, with several months of snow per year and temperatures getting down to -30°, buses are sometimes the only alternative to cars. As electric technologies are becoming reliable even in these climatic conditions, Umeå is moving to allelectric buses and procured a project to RISE (Research Institutes of Sweden), where RISE and the Dutch Rombout Frieling lab worked to transform the public transport experience, focusing on the bus stations.

Waiting for a bus in Umeå may well mean standing on an icy platform in a cold snowstorm, continuously on the lookout out for the bus, while trying to escape into a mobile phone. Even though with rapid bus frequencies in Umeå it may only be 5-10 minutes, it does not make taking the bus very attractive. In may be no surprise that the design team, together with students of the Umeå Institute of Design, recorded many travellers describing the waiting experience as stressful, wasteful and unpleasant. More surprising were observations of travellers waiting inside, until they saw the bus appearing through the window – and then make a run for it. At the same time the traditional shelters and seats, which ironically are the same as in many places in the world, were left unused, for instance because the bus could not be seen, or because snow had piled up in them.

The station transforms the uncomfortable experience of waiting into a transitional experience: a moment to 'just be' and 'change your state of being'—before heading for a new place and new activities.







➤Design by Rombout Frieling lab and RISE. Photographer Samuel Petters-

BRIEF DESCRIPTION ON THE SPECIAL FEATURES

To achieve this, the designers first felt that not the travellers, but the station should continuously lookout for buses coming. This resulted in a smart roof, integrating lighting and sounds. These gently inform travellers when a bus is on approach. Every bus line has its own signature: For line 9, 'glassy' tones sound through the station and yellow shades appear on the ceiling and on the pavement. This mediascape frees travellers from having to look at the bus and give them time to 'just be' until they are 'woken up'.



➤ Station of being in winter. Photographer A. Dalén.



A seemingly evident solution would have been to build an enclosed space with seats and heating, however the reality proved more complex: The team understood the preference of commuters to be outdoors after a day of indoor work and feel less safe in an enclosed public room. They also prefer to stand, move their bodies or lean against a wall for a few minutes instead of sitting down on an often cold or snowy seat. This, in combination with energetic requirements and an ambition of creating an open, accessible space, articulated the design challenge: How to make waiting outside comfortable in a variety of weather conditions – without needing energy?

Pods became part of the unconventional answer. The pods, looking like rigid, wooden jackets and hanging from a timber roof, invite travellers to lean in them very comfortably. They rotate easily, so that one can always stay out of the wind, no matter from which direction it blows.

The little electricity needed is provided by the Umeå hydropower generator. The designers also paid attention to maintenance: Unlike traditional bus shelters, the snowplough can drive through the station and directly clear it from snow, as the pods move away automatically - making the station accessible, safe and comfortable.

RESULTS AND IMPACT

Since implementation we have interviewed users and know that most of them appreciate the station and think it is serving its purpose very well. One important result is the heated debate that followed over the bus stop and what it represents. It is important to get attention to the questions: who is the city planned for? who participates in the cocreation of public spaces? By going outside of current structures and trying something new, we allow innovation and radical ideas to take form. The Station of Being is an example of how smart city, sustainable materials, aesthetics and function as well as behavioural and gender studies are combined in a modern city. It's a showcase for how public debate can be triggered and used for challenging existing beliefs or norms and how public transport can be made more visual and appreciated.

More information: Link to Video; Rise article

LESSONS LEARNED

Kamakura: The 'Station of Being' initiative by Umeå is a ground-breaking initiative that not only promotes the use of public transport, but also contributes to the city's landscape. It is designed from the user's perspective, with the intention of easing the stress of bus users, making bus rides easier for children, the elderly, and people with visual or hearing impairments.

This initiative considers a diverse set of concepts, such as gender equality, sustainability and smart cities. The 'Station of Being' was realized because in Umeå an environment exists in which citizens' opinions are respected and reflected into the urban planning process. In addition to the existing in person dialogue as a means for citizen participation, an online platform is being piloted in Kamakura to gather diverse citizen opinions and stimulate discussions that would be reflected into urban planning and policies. We hope to refer to Umeå's example when looking for consensus-building methods and initiatives for urban planning that consider increasingly diverse viewpoints.

Metropolitan City of Venice (MCV): An integrated approach adapted to extreme climatic conditions, with the well-being of travellers as the driving factor.



Over-tourism (Kamakura)

EXECUTIVE SUMMARY

Kamakura was the first city in Japan where 'Minamoto no Yoritomo' established a shogunate more than 800 years ago. The warrior society, combined with Zen Buddhism and other religious cultures, created shrines and temples such as Tsurugaoka Hachiman-gu Shrine and the Five Sacred Mountains of Kamakura. Even today the city retains the elegance and charm of its ancient past.

Kamakura is known as one of Japan's leading historical and cultural cities, formed around a core of historical and cultural heritage, with the remnants of samurai society and cultural assets interwoven with shrines and temples. Before the coronavirus pandemic, Kamakura was one of the leading tourist destinations in Japan, receiving some 20 million visitors annually.

The number of incoming tourists per city area ($k\vec{m}$) is by far the highest at more than 550,000. Compared to other major tourist cities in the country, Kamakura is unique in that a large number of incoming tourists flock to a small area. The number of incoming tourists per population is also relatively high. This makes the city prone to tourist congestion.

Seasonally, tourists tend visit in January, when people flock to the city to pay a visit to the shine at New Year, in May during a cluster of holidays called 'Golden Week", and in June because it is suitable for viewing hydrangeas. Most people tend to leave Kamakura by 5pm or 6pm. Since the city is conveniently located close to the Tokyo metropolitan area, this allows for sightseeing day-trips, only few visitors are staying overnight in Kamakura. Furthermore, from a regional perspective, tourist visits are focused towards the areas around 'Kamakura', 'Kitakamakura' and 'Hase Station', where prominent tourist attractions are concentrated.



Congestion on Komachi Street.



Kamakura High School Station.

In recent years, many tourists have visited places where films and animations have been set, causing problems with nuisance behaviour such as taking photos and littering on the streets.

BRIEF DESCRIPTION ON THE SPECIAL FEATURES

'Congestion Visualisation Map System'

The city website displays the level of congestion at the main tourist attractions in Kamakura.

'Burari Kamakura Map'

Map for sightseeing on foot without public transport.

'Manners Awareness Leaflet'.

Tourist etiquette awareness leaflet.





Congestion Visualisation Map System.



➤ Burari Kamakura Map



➤ Manners Awareness Leaflet

RESULTS AND IMPACT

The 'Congestion Visualisation Map System' shows the congestion status of the six locations where tourists are concentrated in the city on the website, with green indicating 'slow sightseeing is possible', yellow indicating 'normal congestion' and red indicating 'crowded with many tourists'. This system was introduced in 2022, and although the results are not yet significant, due to the decrease in the number of tourists caused by the coronavirus pandemic, we hope to gradually improve the results. In addition, we would like to increase awareness of the system and improve convenience in the future, thereby contributing to easing congestion.

The 'Burari Kamakura Map' is a sightseeing map that recommends sightseeing on foot instead of using the public transport system, which is often crowded during busy periods such as Golden Week, when there are queues to board public transport. Three types of maps have been produced from Kamakura Station to popular tourist attractions such as the Great Buddha of Kamakura and Hase Temple, which are introduced at tourist information centres and distributed at Kamakura Station to promote sightseeing that avoids congestion. A large number of copies are sold every year, contributing to the dispersal and circulation of tourists.

The 'Manners Awareness Leaflet' was prepared as an effort to improve the littering manners of visitors to the city. In addition to distributing the leaflet to commerce associations so it can be displayed it in stores, the leaflet is also sent to those who request tourist information maps and other materials, in an effort to raise awareness of good manners and contribute to the city's aim of becoming a mature tourist city that people are happy to live in and visit, a place that will continue to be loved by many and that everyone can enjoy.

KEY FIGURES.

574,917

Page view statistics for the Congestion Visualisation Map System (as of 10 March 2023)

20,000

Circulation of the Burari Kamakura Map (2022) 4,000

Circulation of the Manners Awareness Leaflet (2022)



LESSONS LEARNED.

Metropolitan City of Venice (MCV): It has been very interesting to experience Japanese culture and their traditions. Both Kamakura and Venice are historical cities with an extraordinary cultural and artistic heritage, and they face similar issues due to highly congested tourist spots. Both have been highly affected by COVID-19, but due to different timing in the spread of the virus, tourism in Venice has already returned to pre-Covid levels. The MCV's goals in promoting inland and metropolitan locations inside the metropolitan area is similar to Kamakura's interest in promoting alternative routes within the city, but on a different scale.

It was very interesting to see how the inhabitants of Kamakura share the willingness of the municipality to promote and sustain cultural tourism, which is a very important and challenging issue.

Umeå: Over-tourism has not been a problem in Umeå (with the possible exception of 1-2 very popular events annually in Umeå). Umeå is trying to attract more tourist, and in particular, we are promoting sustainable tourism for those who want to experience northern Sweden. It is fascinating to hear about Kamakura's challenges and measures — we do not have the same experience at all in Umeå, but we can learn a lot from Kamakura's experience when it comes to prevention and mitigation of over tourism as well as how communication with the visitors can promote more sustainable tourist behaviour.



THE IURC PROGRAMME.

The International Urban and Regional Cooperation (IURC) programme enables cities in different global regions to link up and share solutions to common problems. It is part of a long-term strategy by the European Union to foster sustainable urban development in cooperation with the public and private. Through engaging in IURC, cities will have the chance to share and exchange knowledge with their international counterparts, building a greener, more prosperous future.

The IURC programme is an opportunity for local governments to learn from each other, set ambitious targets, forge lasting partnerships, test new experiences. Its activities will support the achievement of policy objectives as well as Its activities will support the achievement of policy objectives as well as major international agreements on urban development and climate change, such as the EU Urban Agenda, the UN Sustainable Development Goals, and the Paris Agreement.

Authors: (in alphabetical order)

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