

# RETE EUROPA 2020

## DRAFT PROJECT

<b>Applicant/Main Partner/Coord.</b>	Chamber of Commerce of Terni
<b>European Programme</b>	COSME
<b>Call for proposals</b>	COS-WP2014-3-15.02 – Maximising synergies between tourism, high-end and creative industries - Source European Commission – Europa Web Site COS-WP2014-3-15.02 del 16/06/2014
<b>Deadline for submission</b>	<b>04/11/2014</b>
<b>Name of the project</b>	(will be defined)
<b>Area</b>	Europa
<b>Target groups</b>	<ul style="list-style-type: none"> <li>• Public authorities and their networks or associations at international, national, regional and local level.</li> <li>• Training and education establishments or research centres</li> <li>• Destination management organisations and their networks/associations;</li> <li>• Travel Agents and Tour Operators and their umbrella associations;</li> <li>• Chambers of commerce, industry and crafts or similar bodies and their umbrella associations;</li> <li>• Non-profit/ Non-governmental organisations;</li> <li>• International, European and national associations active in the field of tourism and related fields;</li> <li>• Private bodies (SMEs,...)</li> </ul>
<b>Description of the project</b>	<p>Europe is the first tourism destination in the world thanks to its many and different attractions. According to the Europe 2020 strategy, tourism industry is a key sector in european economy because it generates more than 10% of GDP of EU, it employs 9,7 million people and involves 1,8 million enterprises. Tourism contributes to boosting employment and regional development, to promoting sustainable development, to creating a more natural and cultural heritage and to creating a European identity. Europe 2020 strategy sets the following objectives:</p> <ol style="list-style-type: none"> <li>1) territorial cohesion</li> <li>2) protection and valorization of natural and cultural heritage</li> <li>3) capacity to withstand climate change impacts and to mitigate the structural changes that tourism could cause</li> <li>4) strengthening the sense of european citizenship</li> <li>5) knowledge of the rights that citizens can deserve when travelling within and outside the European Union.</li> </ol>

To achieve these objectives the needed actions can be divided into four main areas:

- 1) boosting the competitiveness of the European tourism sector
- 2) promoting the development of responsible, sustainable and qualitative tourism
- 3) enhancing Europe's image as a home to sustainable and high quality destinations
- 4) maximising the potential of EU financial policies for the development of tourism.

Cosme's objectives are:

- 1) to strengthen the competitiveness and the sustainability of the Union's enterprises (SMEs especially)
- 2) to encourage an entrepreneurial culture and promote the growth of SMEs

The call pilot COS-WP2014-3-15.02, launched under the programme Cosme, supports the development and promotion of one (new) European Route around one high-end/luxury product launched by the programme Cosme, that wants to test the possibility of developing synergies between the tourism and the high-end industries at European level.

The call's objectives are to:

- facilitate exchanges of good practices, development of networks and of discussion platforms between public decision-makers and the private sector, in the fields of cultural and industrial tourism
- facilitate and stimulation of public-private partnerships and the integration of enterprises of the cultural tourism sector into regional development strategies
- improve the quality of the European tourism offer by a strengthened cross-border cooperation
- strengthen of the management skills of public or private bodies in charge of developing thematic tourism products.

The theme of this call falls under "transnational cultural or industrial heritage related tourism products". The priority is on "product development" and "promotional phases". For this test phase, the call is open to three high-end products: perfume, chocolate, jewellery (they have been selected

on the basis of their economic potential and capacity to diversify european offer during the low/medium season in a wide range of members states).

The proposal aims at maximizing synergies between tourism, high-end and creative industries for the development and promotion of a new product/route based on three products: perfume, chocolate, jewellery.

The actions are:

- market analysis to find a common theme related to the European cultural/industrial heritage
- identification of attractions/destinations/sites and cultural and tourism-related services connected to the identified theme

	<ul style="list-style-type: none"> <li>• finding additional partners, stakeholder and sponsor</li> <li>• workshop dealing with the following themes:             <ol style="list-style-type: none"> <li>1. facilitation of exchange of good practices, development of networks and of discussion platforms between public decision-makers and the private sector, in the fields of cultural and industrial tourism</li> <li>2. facilitation and stimulation of public-private partnerships and the integration of enterprises of the cultural tourism sector into regional development strategies</li> <li>3. improvement the quality of the European tourism offer by a strengthened cross-border cooperation</li> <li>4. strengthening of the management skills of public or private bodies in charge of developing thematic tourism products</li> <li>5. individualization of a new tourism route/product</li> </ol> </li> <li>• business plan based on: analysis of “tourism carrying capacity” along the transnational route/product, networking, reference markets, target definition, route/product individualization, awareness, communication and economic/financial plan to realize the route/product.</li> </ul>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• strengthening the competitiveness and sustainability of Union’s enterprises (especially SMEs);</li> <li>• promoting an entrepreneurial culture and the creation and growth of SMEs;</li> <li>• improving SMEs’ access to finance through equity and debt capital;</li> <li>• improving market access especially within the EU, but also at a global level;</li> <li>• improving framework conditions for competitiveness and sustainability of EU enterprises, especially the SMEs, including the ones working in the tourism sector;</li> <li>• promoting entrepreneurial attitudes and culture;</li> <li>• supporting the development and promotion of one (new) European Route around one high-end/luxury product;</li> <li>• facilitating the exchange of good practices, development of networks and of discussion platforms between public decision-makers and the private sector, in the fields of cultural and industrial tourism</li> <li>• facilitating and stimulating public-private partnerships and the integration of enterprises of the cultural tourism sector into regional development strategies</li> <li>• improving the quality of the European tourism offer by a strengthened cross-border cooperation</li> <li>• strengthening the management skills of public or private bodies in charge of developing thematic tourism products.</li> <li>• improving the processing, realization and evaluation of policies to promote competitiveness and sustainability of enterprises, for example, sharing good practices about cluster management and</li> </ul>

	<p>collaboration between enterprises at a global level and promoting the transnational collaboration between cluster and enterprises, the development of products, technologies, sustainable services and processes, the efficient use of resources, energy efficiency and enterprises social responsibility</p> <ul style="list-style-type: none"> <li>• managing the international aspects of competitiveness, paying particular attention to the cooperation between EU member states, the other countries participating to COSME and the global trading partners with the EU</li> <li>• improving the development of the policies in support of SMEs, the cooperation between decision-makers, peer review evaluations and the exchange of good practices between EU member States, taken into account the available data and the opinions of people concerned; and improving the SMEs' access to EU programmes and measures according to the action plan of the Small Business Act</li> </ul>
<p><b>Activities Plan</b></p>	<p><b><u>Activity n.1: Project Coordination and management</u></b>  <b>Workprogrammes/Output:</b>  1.1. pilot Workshop  1.2. intermediate conferences, update and evaluating meeting about the status of the project  1.3. management of internal communication, information flows and archiving documents  1.4. coordination and management of partnership  1.5. Check, control and monitoring the project status  1.6. risk management and contingency planning  1.7. final workshop of the project  <b>Activity Coordinator/Responsible Subject:</b> leader of partnership</p> <p><b><u>Activity n.2: market analysis to find a common theme related to the European cultural/industrial heritage</u></b>  <b>Workprogrammes/Output:</b>  2.1. qualitative/quantitative research survey  2.2. research plan  2.3. research conduct  2.4. data elaboration  2.5. elaboration of the final report  <b>Activity Coordinator/Responsible Subject:</b>  Research institute</p> <p><b><u>Activity n.3: Identification of attractions/destinations/sites and cultural and tourism-related services connected to the identified theme</u></b>  <b>Workprogrammes/Output:</b>  3.1. mapping achieved through the integrated approach that is able to combine the need of protection and conservation with the social and economic development and the carrying capacity  3.2. elaboration phase</p>

3.3. elaboration of the final report and its sharing with partners

**Activity Coordinator/Responsible Subject:**

Research institute

**Activity n.4: finding additional partners, stakeholder and sponsor**

**Workprogrammes/Output:**

- 1.1. meeting with the partners of the project for the illustration of the results of the market analysis and of the mapping
- 1.2. setting up the research process in order to find additional partners, stakeholder and sponsor
- 1.3. identifying additional partners, stakeholders and sponsor
- 1.4. Report

**Activity Coordinator/Responsible Subject:**

all the partners

**Activity n.5: workshop to identify the route/product**

**Workprogramme/Output:**

- 1.1. identifying the participants
- 1.2. defining the programme
- 1.3. planning the event
- 1.4. event communication and participants invitation
- 1.5. realization of the workshop

**Activity Coordinator/Responsible Subject:**

Ditt (Integrated Touristic District of the Province of Terni) and tour operator

**Activity n.6: Diffusion of the research results**

**Workprogramme/Output:**

- 5.1 multifunctional and interactive web site of the project
- 5.2. meetings with the representatives of the target group and the people involved
- 5.3. opportunity for information, dialogue and discussion: focus group, information sessions, workshop, events, demonstrations (for example, a conference is fixed in Brussels to convey a more international feeling to the project through the presence of the representative of European authorities in charge)
- 5.4. realization and distribution of informative materials (brochure, invitations, playbills, poster, press releases)
- 5.5. document publications, scientific texts and reports
- 5.6. promotion throughout the web and social networks
- 5.7. Press Office
- 5.8. creation of audio-video products and photographic reports
- 5.9. semiannual newsletter
- 5.10 mailing list and contacts with other network at European level

**Activity Coordinator/Responsible Subject:**

all the partners

**Duration**

(Max) 12 months

	<p>Expected beginning of activity: June 2015  Expected end of activity: June 2016</p>
<b>Total Budget</b>	<p>Total estimated costs of the project: <b>€ 500.000</b>  EU contribution: <b>€ 375.000</b>  Co-financing amount: <b>€ 125.000</b> (to divide among partners)</p>
<b>Type of Partnership</b>	<p>As specified in the call the applicant organizations must belong to one of these categories:</p> <ul style="list-style-type: none"> <li>• public authorities and their networks or associations at international, national, regional and local level.</li> <li>• training and education establishments or research centres destination management organisations and their networks/associations;</li> <li>• travel Agents and Tour Operators and their umbrella associations;</li> <li>• chambers of commerce, industry and crafts or similar bodies and their umbrella associations;</li> <li>• non-profit/ Non-governmental organisations;</li> <li>• International, European and national associations active in the field of tourism and related fields;</li> <li>• private bodies (SMEs,...)</li> </ul> <p><b>N.B. :</b> the partnership must be composed of a minimum of five different legal entities (the applicant plus its partners) covering at least five eligible countries. The consortium must include at least one public authority and two SMEs.</p>
<b>Expression of interest</b>	<b>24/10/14</b>
<b>Contacts</b>	<p><b>Rete Europa 2020</b>  <a href="mailto:Reteeuropa2020@gmail.com">Reteeuropa2020@gmail.com</a>  <a href="mailto:eucalls@mindsrl.it">eucalls@mindsrl.it</a>  <a href="mailto:giulia@dreavel.com">giulia@dreavel.com</a>  Twitter: Rete Europa 2020  Skype: rete.europa2020  Webradio: webr@dio europa</p>