

TOURBO PROJECT

MINUTES OF THE KICK OFF MEETING

Seville - 27th June 2023

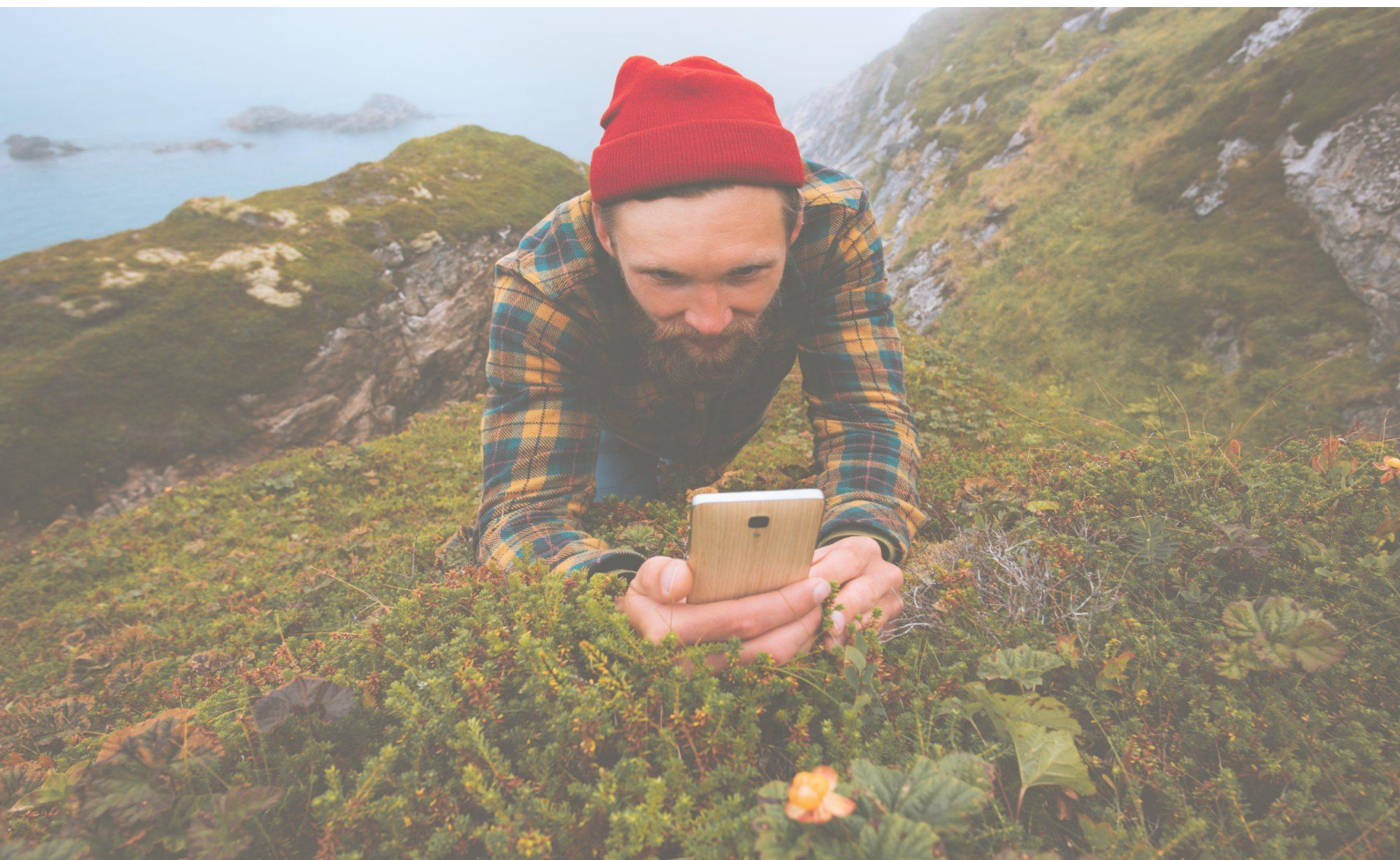


Table of Contents

1. Agenda
2. Description and Notes of the Meeting
3. Annexes
 - a. Pictures
 - b. Attendance List

1. Agenda

Venue: Hotel Inglaterra - Plaza Nueva 7, 41001 Sevilla

9h30	Welcome
09h30 – 10h00	Introduction of partners (3 minutes each)
10h00-11h00	Management and Administration (LP)
11h00 - 11h30	Coffee break
11h30-12h30	Communication in TOURBO (PP2)
12h30-13h30	Methodological approach (LP)
13h30-14h45	Lunch break
14h45-15h45	<i>Partners' presentation of policy instruments and stakeholders' groups introduction</i>
16h00-16h30	To-do list, next steps
16h30	End of the meeting, enjoy the city!
20h45	Networking dinner Restaurante El Ambigú de Plaza de San Francisco https://goo.gl/maps/FpucD1KKHdMuEDdx5

2. Description and Notes of the Meeting

Last Tuesday, June 27th, the emblematic Hotel Inglaterra at Seville hosted the first day Kick Off Meeting of TOURBO Project, with the majority of Partners and some Stakeholders attending.

All of them arrived early to the venue, so it was possible to start on time with the scheduled agenda. Partners in charge of managing the presentations have put special care in trying to use team building techniques and organising alternative working methods through the different sessions of the meetings, being a good way to get to know the partners better during the meeting and work together efficiently.

Management and Administration.

Key issues:

- **Partnership agreement:** it has not been signed yet since there is an ongoing process with North Aegean Region that may be changing the partner for ELORIS and the signature was pending from the solution of this issue. Partners ask CCSEV to proceed with the signature with the current partnership composition since it will ease some legal procedures they have to fulfill internally which depend on this document.
- As for **validation of expenditures process and reporting tips**, main points are presented to partners.
- Partners are asked to watch the **recorded version of the webinar dedicated to the use of the portal** organized on 27th of June by Interreg Europe to familiarize with the portal.
- **Portal users:** partners that have not communicated yet the portal users to CCSEV are asked to send the soonest possible portal users in the portal.

- **Partners are asked to check their control system and to proceed urgently to subcontracting the first level control body** in case they follow a decentralised system.

Communication

Ben Taylor from Lapland University exposed the **Communication Plan** they had developed for the Project, addressing some indicators in terms of communication divided into 3 phases (preparation, implementation, result), and besides including different topics regarding the logo, how to post on social media ensuring the content is relevant and stimulating for the Project and its target groups, the different project images and also regarding hashtags.

Partners took part in a teambuilding action dividing into groups to design the hashtags they consider could fit with TOURBO main goal and targets. The list of hashtags will be shared among partners.

Key issues:

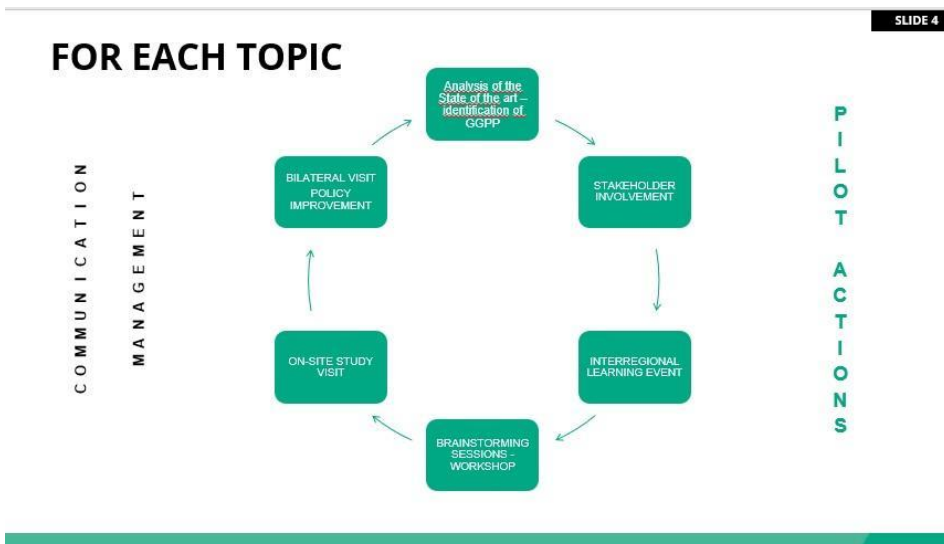
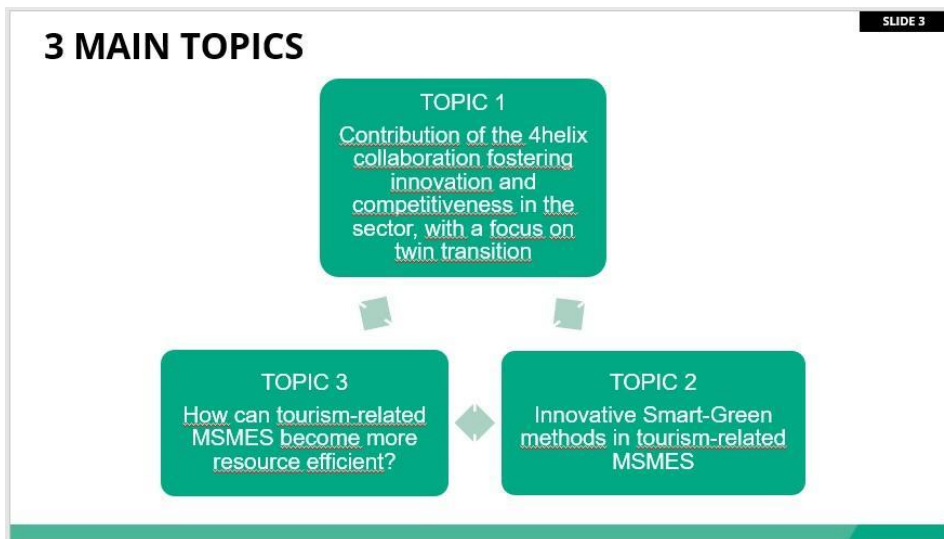
- **Social media accounts** have been created for LinkedIn, Facebook, and Instagram. partners agree to disregard Twitter use. Our social media are set up and launched. Partners work in groups in order to develop the post concerning the launching kick-off.
- **Partners have to communicate the soonest possible about their internal communication management team to PP2.** A sub-group for communication issues and exchanges will be created among the communication managers for each team.
- **Partners will communicate** asap the data of **their organization's social media account** in order to better interact among each other
- PP2 will provide partners with a specific **template to gather information regarding dissemination of TOURBO.** Partners will fill in this template indicating the following data: type of media, title, link, title, reporting period, if the publication is internal or external, etc...

TOURBO

- **1st press release** will be launched right after the kick-off meeting and distributed among partners
- **1st newsletter** will be produced at the end of the 1st reporting period.

Methodological approach

Methodological approach is presented to partners, topics, focus, approach, timing.



Key issues:

- **State of the art** of the tourism background information of the regions: the information has to be completed by the end of the reporting period.
- **Stakeholders involvement:** stakeholders have to be involved as soon as possible in order to start the process of identification of good practices. **Partners who have not organised their 1st meetings with stakeholders are asked to organise it before the end of July.**
- **Stakeholders have to be involved in the next interregional event for each partner-organisation.**
- Templates for GGPPs assessment will be provided by LP before the end of summer. Interreg Europe templates will be used to upload them in the IE library but additionally to them partners will study practices in depth with specific templates.
- Partners clarify doubts about what is to be considered as a good practice in TOURBO and in Interreg Europe. In order to avoid possible misunderstandings when identifying a potential GGPP, Regione Marche proposes to define a glossary of terms useful to address twin transition in tourism.
- **Next PIT meeting is fixed for the 12th of September.**
- **PORA Agency will host the next meeting for TOURBO.** It is necessary to book a complete 2-day agenda for TOURBO. Dates will be communicated soon to the partners, matching with an Entrepreneurship Fair which takes place in their region during the second weekend of November, where we could maximize TOURBO impact.

Presentation of organizations, teams, policy instruments and ecosystem

All partners proceed to present their organizations, teams, policy instruments and introduce the ecosystem of stakeholders involved in the project for their territory. Steps developed with stakeholders involvement (identification, contacts, 1st meetings) are also presented among the partners.

3. Annexes

a. Pictures





b. Attendance List

	SURNAME	NAME	ORGANISATION	EMAIL	SIGNATURE
22	PROSPERI	IDA	SVEM – RDA of Marche Region - Italy	ida.prosperi@svemarche.eu	
23	REDDECK	TAUREAN	ERLEBNIS BREMERHAVEN GmbH	reddeck@erlebnis-bremerhaven.de	
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17	MARCOS	NATALIA	CHAMBER OF COMMERCE OF SEVILLE	Internacional2@camaradesevilla.com	
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12	ILIANA	PHILIPOVA	CHAMBER OF COMMERCE AND INDUSTRY OF VRATSA	philipova.iliana@gmail.com	
13	KOREN	DARKO	KOPRIVNICA KRIŽEVCI COUNTY	zupan@kckzz.hr	

TOURBO - Boosting the transition pathway of MSMEs in tourism with green and digital transformation

27th June – KICK OFF MEETING

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	SURNAME	NAME	ORGANISATION	EMAIL	SIGNATURE
1	BARCHIESI	SILVIA	REGIONE MARCHE	silvia.barchiesi@regione.marche.it	
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