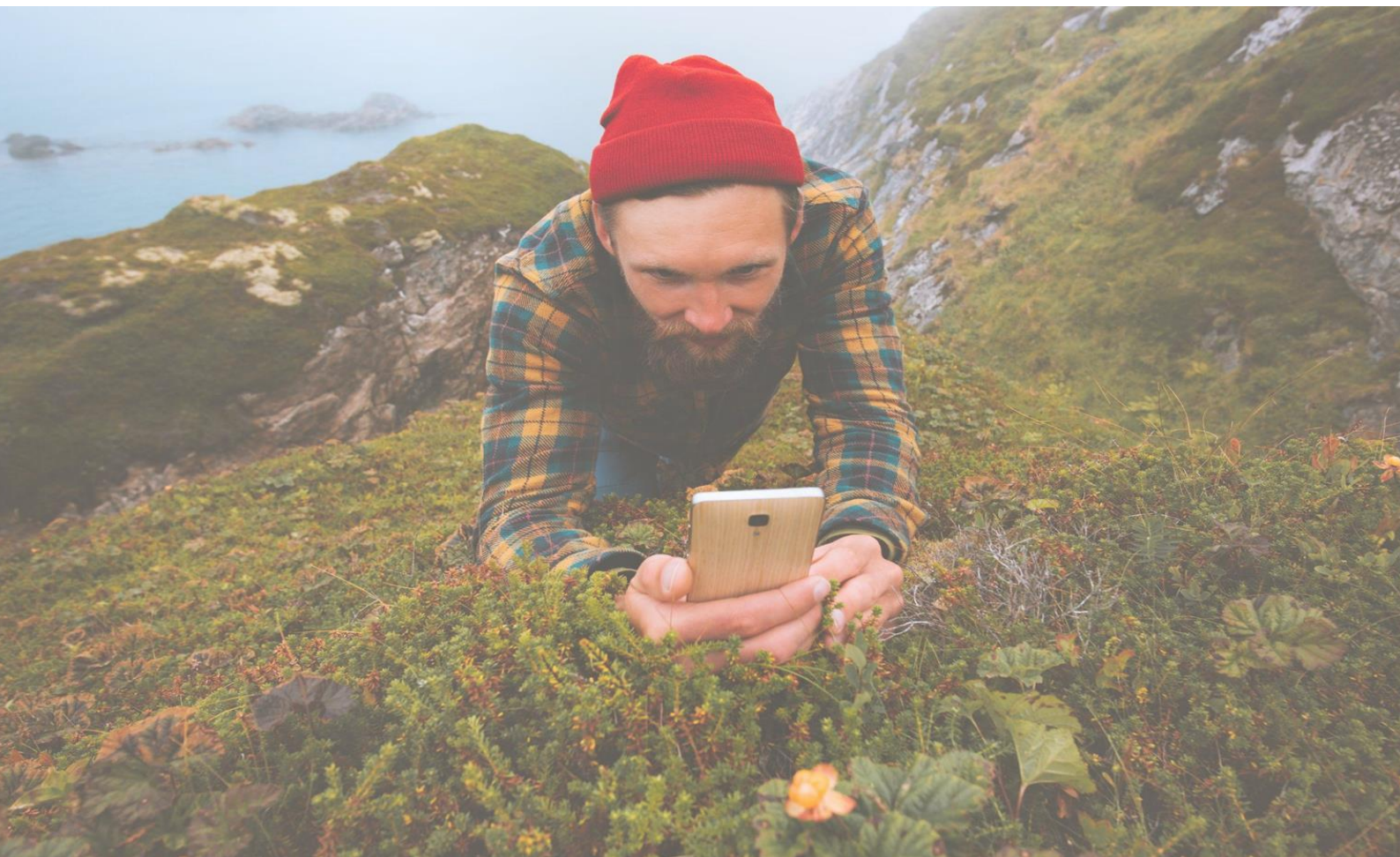


# TOURBO PROJECT

## MINUTES OF THE LAUNCHING EVENT

Seville - 28<sup>th</sup> June 2023



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## 1. Agenda

Venue: Chamber of Commerce of Seville Headquarters

Plaza de la Contratación, 8, 41004, Seville

|               |   |
|---------------|---|
| 9h40          | Registration  |
| 09h50– 10h00  | Institutional Introduction  |
| 10h00-10h15   | <b>TOURBO in short</b><br><br>Anne Furphy, Chamber of Commerce of Seville   |
| 10h15 - 11h00 | <b>Round table 1 – Regional ecosystems, where do we start from?</b><br><b>Andalucia:</b> Ángeles González Cobreros, Chamber of Commerce of Seville-EUSA<br><b>Pora-Croatia:</b> Marina Šandor Krznarić, Marina Belković<br><b>Lapland-Finland:</b> Markku Nissi, Lapland University of Applied Sciences<br><b>Bremerhaven-Germany:</b> Nicole Halves-Volmer, Taurean Reddeck, Erlebnis Bremerhaven and Claudia Harms, Department for Economy, Tourism and Science |
| 11h00-11h30   | Coffee Break  |
| 11h30-12h30   | <b>Round table 2 – Regional ecosystems, where do we start from?</b><br><b>Marche Region-Italy:</b> Cecilia Gobbi - Marche Region and 2 regional stakeholders<br><b>North Aegean-Greece:</b> Maria Kostantoglou, North Aegean Region<br><b>Vratsa-Bulgaria:</b> Svetlana Borisova, Chamber of Commerce and Industry Vratsa<br><b>Donegal County-Ireland:</b> Sarah Nolan, Donegal County Council   |
| 12h30-12h45   | <b>Pilot action model for green and digital transition in tourism SMEs</b><br>Marche Region: Ida Prospero - SVEM  |
| 12h45-13h00   | <b>Wrap-up session, what is next?</b>   |
| 13h00         | <i>Informal lunch</i>   |

## 2. Description and Notes of the Event

The launching event took place on the second day on June 28<sup>th</sup>, at the Headquarters of the Chamber of Commerce of Seville; once again, all the Partners and Stakeholders were present, and counting also with the presence of andalusian stakeholders such as members from the Regional Government of Tourism, Culture and Sports, [PRODETUR](#), policy associated organization for Chamber of Commerce of Seville in the project, [the Association of tourism companies of Seville](#) and the [EUSA center for university studies](#).

It is worth mentioning that synergies will be established between the Regional Government of Tourism, Culture and Sport of Andalusia and the Chamber of Commerce of Seville, since they participate in TIB- Tourism in Balance project (also approved in the 1st call of INTERREG EUROPE). We will exchange information during the project implementation and take advantage of potential synergies both projects may have.

An Institutional Introduction carried out by Pablo Morales opened the Event, followed this by a “**TOURBO in short**” presentation by Anne Furphy, where she made an overall analysis of the Project, going through:

- its different goals and challenges
- a list including the Project Partners and Associated Policy Authorities
- the several partners involved (public institutions, MSMEs, government and business),
- the three main topics on which TOURBO is focused:
  - contribution of the 4HELIX collaboration, fostering innovation and competitiveness in the sector, with a focus on twin transition
  - smart-green innovative methods in tourism-related MSMEs
  - a way which lets the tourism-related MSMEs to become more resource efficient

- the different actions carried out to reach these objectives, including the 2 Pilot Actions led by Marche Region and North Aegean Region, identification of Good Practices, exchange of experiences, peer-reviews, the reinforcement of regional ecosystems...

After that, all partners participated in two **Round Tables** in order to present the situation of the Tourism sector and the regional ecosystems at each Region involved in the Project. The presentation followed common guidelines in order to facilitate the identification of possible similarities, differences, and potential points of interest among partners.

The presentations were structured as follows:

- At a glance, what is your region famous for?
- Tourism organization in your region
- Challenges and opportunities
- Tourism policies in place for digital and green transition

First round table was composed by *Ángeles Cobreros* for Andalusia, *Marina Belković* for Koprivnica Region, *Marku Nissi* for Lapland region, and *Claudia Harms* together with *Taurean Reddeck*, for Bremerhaven.

The second round table included the interventions of *Cecilia Gobbi* for Marche Region, *Maria Kostantoglou* for North Aegean region, *Svetlana Borisova* for Vratsa, and lastly, *Sarah Nolan* for Donegal County.

In both of them, different data and info regarding the Tourism sector in each region were exposed (challenges, opportunities, policies and strategies, facts and key numbers...), as well as the Partners brought several representative pictures and videos with the aim of sharing with the rest of the group the strengths and attractiveness of their territories as touristic destinations.

Thereupon, Ida Prosperri presented the **Pilot Action** developed by Marche Region, consisting of a model for green and digital transition in MSMEs and Start-Ups operating in the tourism sector, therefore with the objective of supporting them through this Pilot Action and

**TOURBO**

implementing a Voucher Scheme that enable these businesses to acquire knowledge and coaching services related to the green and sustainable transformation. In addition, she

introduced other relevant information such as which kind of activities can and cannot be financed, the requirements needed to be eligible to obtain benefit from the vouchers, or who could be knowledge providers in the frame of this Action (universities, companies, professionals...).

The end of the event came with a short wrap-up section highlighting some of the main conclusions. Partners highlighted common existing issues and challenges in their respective tourism strategies and specifically related to MSMEs, such as:

- need to increase digitalization
- lack of long term strategies for tourism entrepreneurs
- need to improve tourism branding of regions with high potential
- need to adapt the offer to new demand
- need to consult the SMEs to better understand their perspective

Finally a networking lunch gave the opportunity to all the Partners to have a last exchange of ideas, as well as to bid farewell until the next event in November.

### 3. Annexes

#### a. Pictures



CHAMBER OF COMMERCE AND INDUSTRY-VRATSA





## b. Attendance List

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

28<sup>th</sup> June – LAUNCHING EVENT

Attendance List

|   | SURNAME        | NAME           | ORGANISATION   | EMAIL  | SIGNATURE |
|---|----------------|----------------|--|--|-----------|
| 1 | BARCHIESI      | SILVIA         | REGIONE MARCHE   | <a href="mailto:silvia.barchiesi@regione.marche.it">silvia.barchiesi@regione.marche.it</a> |           |
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| 6  | CONSTANTOGLOU     | MARY                   | ELORIS S.A.  | <a href="mailto:mconstantoglou@eloris.gr">mconstantoglou@eloris.gr</a>                                   |           |
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| 35 |         |              |   |   |           |