

# MINUTES OF THE 1ST INTERREGIONAL AND PEER REVIEW IN CROATIA, KOPRIVNICA KRIŽEVCI COUNTY 09<sup>th</sup> - 10<sup>th</sup> November 2023

Interreg Europe



Co-funded by the European Union

**TOURBO**



**TOURBO aims at boosting the transition pathway of SMEs in tourism with green and digital transformation.**



SMART



1.53 M  
EU FUNDING



Mar 2023  
May 2027

An interregional cooperation project for improving **SME competitiveness** policies

**Project Partners**

- Seville Official Chamber of Commerce, Industry and Navigation (ES)
- Lapland University of Applied Sciences (FI)
- Chamber of Commerce and Industry - Vratsa (BG)
- Marche Region (IT)
- North Aegean Region (EL)
- Experience Bremerhaven, Tourism, Marketing and Events Company (DE)
- PORA Regional Development agency of Koprivnica Križevci County (HR)
- Donegal County Council (IE)

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## Project partners attending:

- 1.) OFFICIAL CHAMBER OF COMMERCE, INDUSTRY AND NAVIGATION OF SEVILLE
- 2.) LAPLAND UNIVERSITY OF APPLIED SCIENCES
- 3.) CHAMBER OF COMMERCE AND INDUSTRY – VRATSA
- 4.) MARCHE REGION
- 5.) ELORIS S.A.
- 6.) EXPERIENCE BREMERHAVEN, TOURISM, MARKETING AND EVENTS COMPANY
- 7.) PORA REGIONAL DEVELOPMENT AGENCY OF KOPRIVNICA KRIŽEVCI COUNTY
- 8.) DONEGAL COUNTY COUNCIL

## Stakeholders attending:

- ❖ Andalusia- Spain: Andalucía Lab, Prodetur (APA)
- ❖ Vratsa- Bulgaria: Municipality of Vratsa, Southwestern University "Neofit Rilski"
- ❖ Marche Region - Italy: Tu.Ris.Marche
- ❖ North Aegean Region: North Aegean Region (APA), President of the hoteliers association Lemnos Island Greece
- ❖ Germany: City of Bremerhaven (APA)
- ❖ PORA - Croatia: Tourist Board of Đurđevac, Tourist Board od Koprivnica Križevci County, Koprivnica Križevci County, Tourist Board of city of Križevci, Croatian Chamber of Commerce - Koprivnica County Chamber
- ❖ DCC - Ireland: Donegal Airport

## Agenda

### November 09<sup>th</sup> 2023 - Regional Center of Competence of Koprivnica-Križevci County

**09:00 – 09:15** - Registration of participants.

**09:15 – 09:45** - Welcome speeches and a short introduction of the host (Koprivnica Križevci County, Development Agency PORA KKŽ and LB).

**09:45 – 10:00** – Introduction on the upcoming agenda and approach of the event.



**10.00 - 11.30 – Pitching Session 1:** Pitch of good practice from stakeholders.

- Sustainable Travel Finland - STF
- Digital Pilot for Bremerhaven SMEs (Germany)
- Andalucía LAB (Andalusia Region- Spain)
- VÄLKKY – Promoting low-carbon and economically sustainable development in tourism in Lapland project (Finland)

15 min of Q&A;

Interactive assessment, using an App to digitally.

**11:30 – 11:45** - Coffee break.**11:45 - 13:15 – Session 2:** Pitch of good practice from stakeholders.

- Marche Region "Internal areas strategy" and Tu.Ris.Marche (Marche Region - Italy)
- Green for Business (Donegal County Council- Ireland)
- Growth and Value through Sustainability Communication – VALUE (Finland)
- Partnerships for organizing events and activities for tourism Development (Vratsa Municipality - Bulgaria)
- The return of the culture of hospitality through new technological developments - The case of Varos Village Boutique Hotel & Residences (Lemnos Island- North Aegean region - Greece)

15 min of Q&A;

Interactive assessment, using an App to digitally.

**13.15 -14.45 – Lunch Break** (Pub “Kraluš”).**14:45 - 15.15** - Presentation of Voucher Schemes for tourism-related SMEs in the framework of TOURBO (Regione Marche and Eloris).**15:15 - 17:00 – Working groups for peer-review of practices.**

Split participants into 3 groups, targeting 3 different topics:

- Group 1: Sustainable business models for resource efficiency in Tourism MSMEs;
- Group 2: Digitisation of Tourism MSMEs;
- Group 3: Quadruple helix / Tourism development projects involving MSMEs.

**15:15 - 16:00** - Each group debates about GPs on their corresponding topic, trying to identify issues such as transferable items / Potential barriers / Resources needed / etc. . One “rapporteur” per group. One “animator” per group (could be the same person).

**16:00 - 16:45** - Rapporteur session.

**16:45 - 17:00** - Conclusions and closure.

**17:00-18.00** - Time for a break.

**18:00-18.30** - Gathering in front of Development Agency PORA KKŽ and departing to the City of Đurđevac by bus.

**18:30 – 20:00** – Example of good practice - Tour of Visitor Center “Đurđevac Sands” and Tour of Old Town Đurđevac.

**20:00** – Dinner in a restaurant in Old Town Đurđevac.

## Description and Notes of the Meeting

From 09<sup>th</sup> to 10<sup>th</sup> November 2023, PORA Regional Development Agency of Koprivnica Križevci County was a host of 1<sup>st</sup> Interregional and Peer Review event in Koprivnica Križevci County. On 09<sup>th</sup> November 2023 in front of PORA Regional Development Agency of Koprivnica Križevci County gathered representatives of project partners and their stakeholders and then they went to the Regional Center of Competence of Koprivnica Križevci County which was the venue for the first day of the event. In the beginning, the host, PORA Regional Development Agency of Koprivnica Križevci County, and their representatives provided introductory greetings, a short presentation, and a promotional video about Koprivnica Križevci County. After that, Anne Furphy representative of Lead Beneficiary gave the introductory to the event and then Yvan Corbat, an external expert in front of LB introduced project partners and stakeholders with the approach of the event and identification of good practices regarding three topics that tackle the project TOURBO:

- Group 1: Sustainable business models for resource efficiency in Tourism MSMEs;
- Group 2: Digitisation of Tourism MSMEs;
- Group 3: Quadruple helix / Tourism development projects involving MSMEs.

**Pitching Session 1:** Pitch of good practice from stakeholders were presented:

- Sustainable Travel Finland - STF
- Digital Pilot for Bremerhaven SMEs (Germany)
- Andalucía LAB (Andalusia Region- Spain)
- VÄLKKY – Promoting low-carbon and economically sustainable development in tourism in Lapland project (Finland).

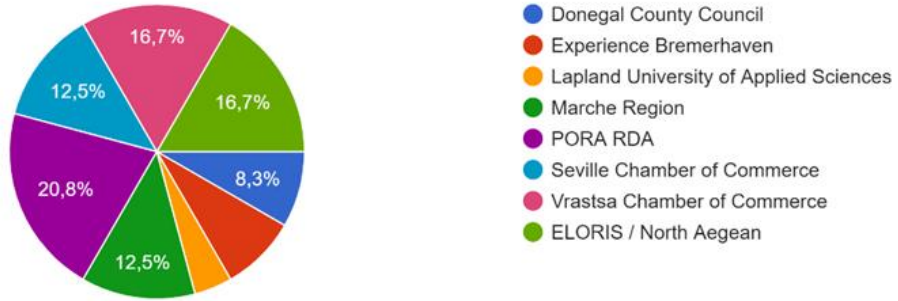
At the end of the 1st Session interactive exercise to evaluate and rate the GPs was prepared by using a digital App (QR barcode). Participants evaluate the degree of relevance, interest and innovation of the GPs and identify if it can contribute to the improvement of their policy instrument.

**TOURBO**

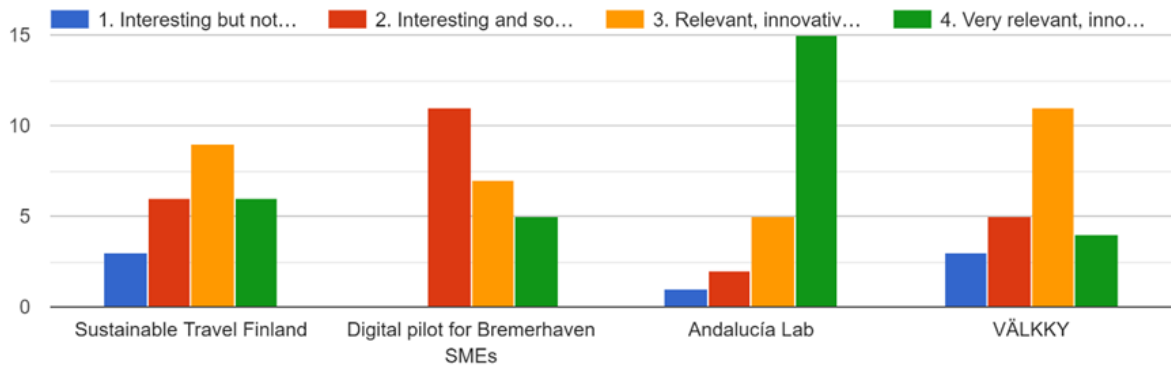
**Group 1- Tourbo GPs Valoration**

Select your organisation (partner organisation if you are a stakeholder)

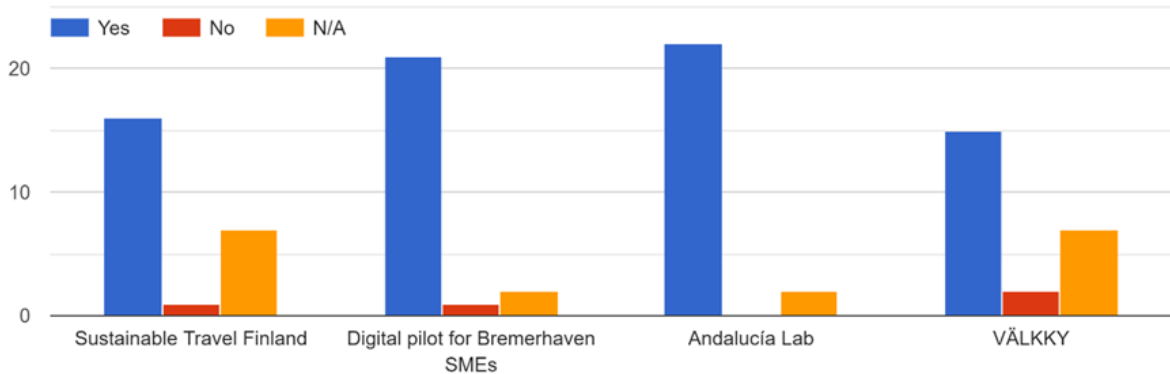
24 respuestas



Rate the relevance of the following GPs



Can these GPs contribute to the improvement of your policy instrument



**Pitching Session 2:** Pitch of good practice from stakeholders were presented:

- Marche Region "Internal areas strategy" and Tu.Ris.Marche (Marche Region - Italy);
- Green for Business (Donegal County Council- Ireland);
- Growth and Value through Sustainability Communication – VALUE (Finland);
- Partnerships for organizing events and activities for tourism Development (Vratsa Municipality - Bulgaria);
- The return of the culture of hospitality through new technological developments - The case of Varos Village Boutique Hotel & Residences (Lemnos Island- North Aegean region - Greece).

At the end of the 2nd Session interactive exercise to evaluate and rate the GPs was prepared by using digital App (QR barcode). Participants evaluate the degree of relevance, interest and innovation of the GPs and identify if it can contribute to the improvement of their policy instrument.

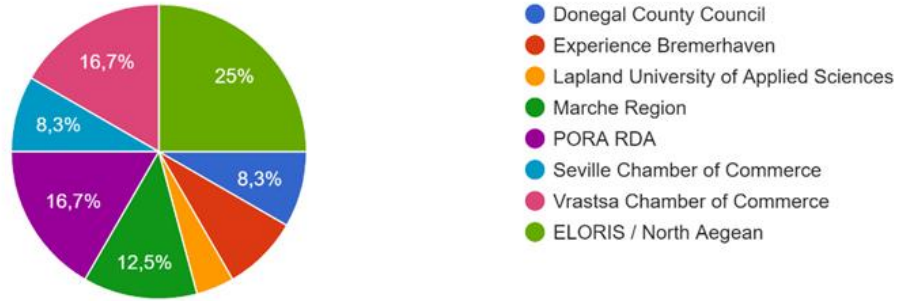


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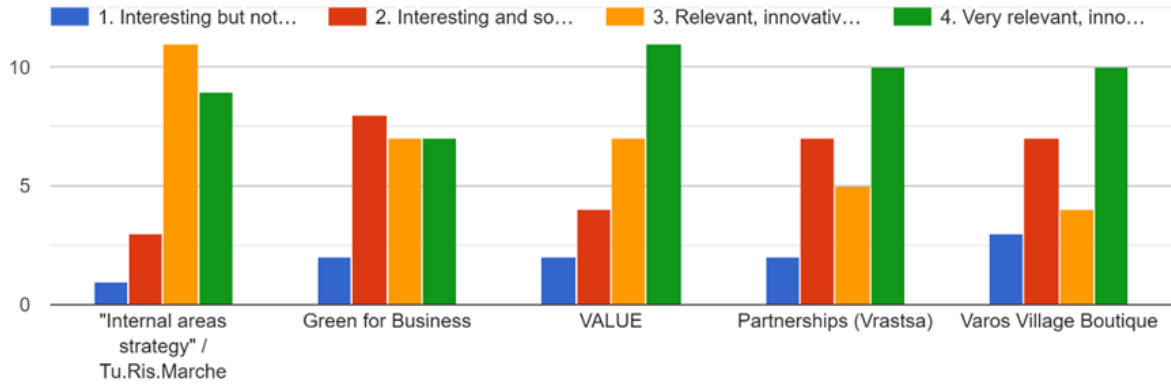
**Group 2- Tourbo GPs Valoration**

Select your organisation (partner organisation if you are a stakeholder)

24 respuestas

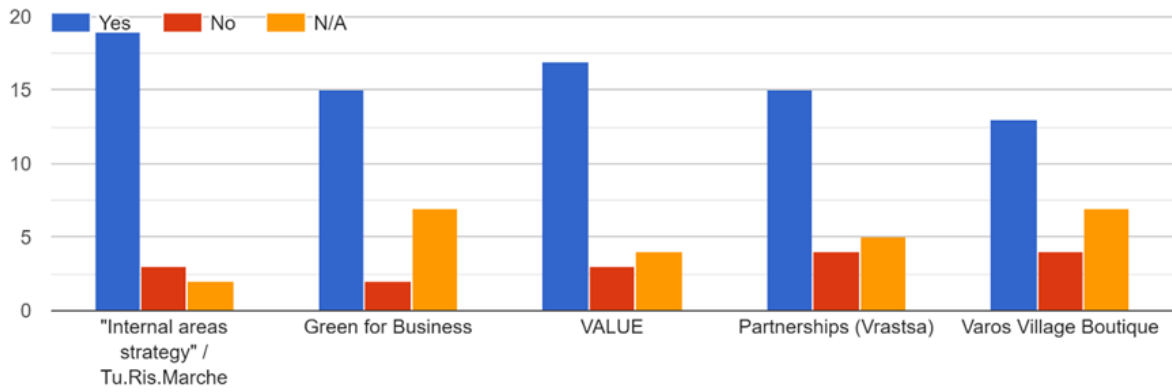


Rate the relevance of the following GPs



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Can these GPs contribute to the improvement of your policy instrument



After lunch, Voucher Schemes for tourism-related SMEs in the framework of TOURBO (Regione Marche and Eloris) were presented. Project partners presented draft of "Call for Expression of Interest for Experts to supply Innovation Services to MSMEs in the TOURISM Sector" which will be published at the beginning of the 2024 and it is meant to identify Short List a pool of Experts from project partners area, that are willing to support MSMEs operating in the TOURISM sector for investment in innovation and willing to adopt GREEN and DIGITAL TRANSITION methods and solutions within their business in the project partner Marche Region and North Aegean Region. Project partners give their comments on the draft of the Call and discuss it.

After presentation of Voucher Scheme for tourism-related SMEs small Peer Review event was organised, participants split into 3 groups, targeting 3 different topics:

- Group 1: Sustainable business models for resource efficiency in Tourism MSMEs;
- Group 2: Digitisation of Tourism MSMEs;
- Group 3: Quadruple helix / Tourism development projects involving MSMEs.

Each group debates about GPs on their corresponding topic, trying to identify issues such as transferable items, potential barriers, resources needed etc. One animator per group then presented the main conclusions from the debate.

In the evening hours good practice from the side of project partner PORA Regional Development Agency of Koprivnica Križevci County was presented on "site visit" in city of Đurđevac by local stakeholder, representative of Touristic Board of Đurđevac. Project partners and their local stakeholders visit the high-tech, multimedia and interactive Visitor Center "Đurđevac Sands" where the natural heritage of the geographical and botanical reserve "Đurđevac Sands" and Đurđevac Podravina is presented. The Visitor Center is co-financed from the EU funds and participants had the opportunity to try digital content of the Visitor Center which is promoting the city of Đurđevac and developing MSMEs connected with the tourism sector.

On the 2<sup>nd</sup> day, 10<sup>th</sup> November 2023 participants again gathered in front of PORA Regional Development Agency of Koprivnica Križevci County and they went by bus to the Development and Technology Park in Križevci where Panel discussion with the topic "**Branding of regional tourism as part of the green and digital transition**" was held. On the Panel discussion were 9 speakers, representatives of project partners or their local stakeholders. There were 4 rounds of questions:

- 1.) What is your region well known (which product, service, or something else) for, and how did you achieve this recognition?**
- 2.) What activities and measures do you use to encourage the development of green and digital tourism in your region?**
- 3.) How would you evaluate the cooperation with the public, private, civil, and scientific research sectors and how much does this quadruple helix model help you in developing the concept of sustainable tourism?**
- 4.) In your opinion, what would be key to achieving branding, i.e. what are the key steps that can be used to achieve branding of regional tourism?**

All speakers give their opinions on asked questions. Main conclusions were made: every region has something else which brands and different strategies and activities to do, but it is very important to have a clear plan for developing and branding sustainable tourism including full quadruple helix model, especially NGOs which are dealing with local communities. Process of branding is very challenging and long, but we have to work on it, especially project partners who are starting with this process.

After the Panel discussion, participants visit the 25<sup>th</sup> Craft and Economic Fair in Koprivnica Križevci county which this year was held from 10<sup>th</sup> to 12<sup>th</sup> November. 25<sup>th</sup> Craft and Economic Fair is the biggest Fair in Koprivnica Križevci County and it is the most significant event of this kind in the region because of the rise in the number of exhibitors, visitors and other participants. Participants had the opportunity to explore the offer of Fair and heard about the traditional ritual of "baptizing" new wine, celebration of "Martinje" which is an important event for each winegrower and for each lover of good wine in Koprivnica Križevci County. The event plays out according to the Statues of Križevci, a popular wine ritual and first written Croatian rules on companionable wine-drinking.

## Annexes

### a. Pictures



TOURBO



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## b. Attendance List

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

09<sup>th</sup> November 2023 - 1<sup>st</sup> Interregional and peer review in Croatia, Koprivnica Križevci County, Koprivnica

Attendance List

	SURNAME	NAME	ORGANISATION	EMAIL	SIGNATURE
1	Stenzel	Franziska	Experience Bremerhaven	<a href="mailto:Stenzel@erlebnis-bremerhaven.de">Stenzel@erlebnis-bremerhaven.de</a>	
2	Halves-Volmer	Nicole	Experience Bremerhaven	<a href="mailto:Halves-Volmer@erlebnis-bremerhaven.de">Halves-Volmer@erlebnis-bremerhaven.de</a>	
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	SURNAME	NAME	ORGANISATION	EMAIL	SIGNATURE
4	Furphy	Anne D.	Chamber of Commerce of Seville	<a href="mailto:anne.furphy@camaradesevilla.com">anne.furphy@camaradesevilla.com</a>	
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6	Corbat	Yvan	Chamber of commerce of Sevilla	<a href="mailto:yvan@grupodex.com">yvan@grupodex.com</a>	
7	Falcón Caro	Cristobalina	Prodetur	<a href="mailto:cfalcon@prodetur.es">cfalcon@prodetur.es</a>	
8	Borisova	Svetlana	Chamber of Commerce and Industry Vratsa	<a href="mailto:cci-vr@cci-vratsa.org">cci-vr@cci-vratsa.org</a>	
9	Milova	Maya	Chamber of Commerce and Industry Vratsa	<a href="mailto:milova.maya@cci-vratsa.org">milova.maya@cci-vratsa.org</a>	
10	Georgieva	Polina	Municipality of Vratsa	<a href="mailto:polina.g@abv.bg">polina.g@abv.bg</a>	

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	SURNAME	NAME	ORGANISATION	EMAIL	SIGNATURE
11	Stoilova	Veronika	Southwestern University "Neofit Rilski"	<a href="mailto:veronika_stoilova@yahoo.com">veronika_stoilova@yahoo.com</a>	
12	Sweeney	Margaret	Donegal County Council	<a href="mailto:margaretsweeney@donegalcoco.ie">margaretsweeney@donegalcoco.ie</a>	
13	Docherty	Eilis	Donegal Airport	<a href="mailto:eilisdocherty@donegalairport.ie">eilisdocherty@donegalairport.ie</a>	
14	Nisula	Sari	Lapland University of Applied Sciences	<a href="mailto:sari.nisula@lapinamk.fi">sari.nisula@lapinamk.fi</a>	
15	Raasakka	Eija	Lapland University of Applied Sciences	<a href="mailto:eija.raasakka@lapinamk.fi">eija.raasakka@lapinamk.fi</a>	
16	Konstantoglou	Maria	ELORIS SA	<a href="mailto:mconstantoglou@eloris.gr">mconstantoglou@eloris.gr</a>	
17	Mantzaris	Stelios	President of the hoteliers association Lemnos Island Greece	<a href="mailto:president@enosiksenodoxonlemnos.gr">president@enosiksenodoxonlemnos.gr</a>	

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21	Butinelli	Onelio	SVEM	<a href="mailto:onelio.butinelli@svemarche.eu">onelio.butinelli@svemarche.eu</a>	
22	Prosperi	Ida	SVEM	<a href="mailto:ida.prosperi@svemarche.eu">ida.prosperi@svemarche.eu</a>	
23	Vagnoni	Valentina	Tu.Ris.Marche	<a href="mailto:valentina.vagnoni3@gmail.com">valentina.vagnoni3@gmail.com</a>	
24	Šandor Krznarić	Marina	PORA Regional Development Agency of Koprivnica Krizevci County	<a href="mailto:marina.skrznaric@pora.com.hr">marina.skrznaric@pora.com.hr</a>	
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26	Ranišević	Senada	PORA Regional Development Agency of Koprivnica Križevci County	<a href="mailto:senada.ranisovic@pora.com.hr">senada.ranisovic@pora.com.hr</a>	
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28	Fuček	Mario	Tourist Board of Đurđevac	<a href="mailto:tzdurdjevac@gmail.com">tzdurdjevac@gmail.com</a>	
29	Sočev	Kristina	Tourist Board od Koprivnica Križevci County	<a href="mailto:ured@podravinaiprigrorje.hr">ured@podravinaiprigrorje.hr</a>	
30	Sabolić	Jasna	Koprivnica Križevci County	<a href="mailto:jasna.sabolic@kckzz.hr">jasna.sabolic@kckzz.hr</a>	
31	Vlahinja	Suzana	Croatian Chamber of Commerce - Koprivnica County Chamber	<a href="mailto:hkkkc@hpk.hr">hkkkc@hpk.hr</a>	
32	Gjigaš	Olinka	Tourist Board of city of Križevci	<a href="mailto:tz@krizevci.hr">tz@krizevci.hr</a>	

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	SURNAME	NAME	ORGANISATION	EMAIL	SIGNATURE
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34	Hristov	Hristo	Open Vratsa Foundation	<a href="mailto:h.hristov@openvratsa.bg">h.hristov@openvratsa.bg</a>	
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2	Halves-Volmer	Nicole	Experience Bremerhaven	<a href="mailto:Halves-Volmer@erlebnis-bremerhaven.de">Halves-Volmer@erlebnis-bremerhaven.de</a>	
3	Harms	Claudia	City of Bremerhaven	<a href="mailto:Claudia.Harms@magistrat.bremerhaven.de">Claudia.Harms@magistrat.bremerhaven.de</a>	

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5	Hernández	Fernando	Andalucia Lab - Regional Government of Andalusia	<a href="mailto:fernandez@andalucia.org">fernandez@andalucia.org</a>	
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7	Falcón Caro	Cristobalina	Prodetur	<a href="mailto:cfalcon@prodetur.es">cfalcon@prodetur.es</a>	
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12	Sweeney	Margaret	Donegal County Council	<a href="mailto:margaretsweeney@donegalcoco.ie">margaretsweeney@donegalcoco.ie</a>	
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14	Nisula	Sari	Lapland University of Applied Sciences	<a href="mailto:sari.nisula@lapinamk.fi">sari.nisula@lapinamk.fi</a>	
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17	Mantzaris	Stelios	President of the hoteliers association Lemnos Island Greece	<a href="mailto:president@enosiksenedoxonlemnos.gr">president@enosiksenedoxonlemnos.gr</a>	

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19	Hristodoulou	Vasilis	ELORIS SA	<a href="mailto:communication@eloris.gr">communication@eloris.gr</a>	
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21	Butinelli	Onelio	SVEM	<a href="mailto:onelio.butinelli@svemarche.eu">onelio.butinelli@svemarche.eu</a>	
22	Prosperi	Ida	SVEM	<a href="mailto:ida.prosperi@svemarche.eu">ida.prosperi@svemarche.eu</a>	
23	Vagnoni	Valentina	Tu.Ris.Marche	<a href="mailto:valentina.vagnoni3@gmail.com">valentina.vagnoni3@gmail.com</a>	
24	Šandor Krznarić	Marina	PORA Regional Development Agency of Koprivnica Križevci County	<a href="mailto:marina.skrznaric@pora.com.hr">marina.skrznaric@pora.com.hr</a>	
25	Belković	Marina	PORA Regional Development Agency of Koprivnica Križevci County	<a href="mailto:marina.belkovic@pora.com.hr">marina.belkovic@pora.com.hr</a>	

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**TOURBO**

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29	Gjigaš	Olinka	Tourist Board of city of Križevci	tz@krizevci.hr	
30	KANTAR	STORA	VELEUČ. U KRIZEVCIMA	stankar@veleuc.hr	
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32	KOVAČ	PATRICK	KOPRIVNIČKO-KRIZEVAČKA ŽUPANIJA	patrick.kovac@kckzz.hr	
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35	Hristov	Hristo	Open Vratsa Foundation	h.hristov@openvratsa.bg	
36					
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