Title of the project: EcoDots

Project duration: 21 months, starting from April 1st 2014

Lead partner/coordinator: Le Città Invisibili (Italy)

Partners:

EcoDev, Centar za istrazivacke i razvojne projekte (Serbia)

Parma Municipality (Italy)

GH Calabria (Italy)

Institut Josef Stefan (Slovenia)

ISIS, Institute of Studies for the Integration of Systems (Italy)

Kontaktstelle für Umwelt und Entwicklung e.v. KATE (German)

MTT, Ministry of Trade, Tourism and Telecommunications (Serbia)

Short description of the project:

- The project was about the creation of an innovative European web platform (http://ecobnb.com) to connect travellers, small and micro enterprises in the hospitality sector, local communities and itineraries sharing a close link to the concept of sustainable and quality tourism. The project brought together a European network of eco-friendly independent accommodations and itineraries in Italy, Austria, Switzerland, Germany, Slovenia and Serbia. The project strived to create a transnational community sharing the values of quality tourism and responsibility towards nature and future generations.

Main objectives of the project were:

- Build an innovative network of sustainable accommodations and "green" itineraries in the countries of Italy, Austria, Switzerland, Germany, Slovenia and Serbia.

- Promote the demand of sustainable tourism in Europe, leveraging an intelligent interactive system, committed people, natural resources, quality accommodations, local and transnational itineraries.

- Develop fully customisable travel packages whose buying and selling point is that they are sustainable,
distinctively local in their trans-nationality, and operated by small and micro enterprises.

- Use state of the art web technology and artificial intelligence methods to provide the best possible experience for
travellers seeking environmentally friendly vacation.

- Involve small hotels, B&Bs, farmhouses and tour operators sharing an eco-tourism vision, in order to enhance
their visibility on the market and make them active players of an online community.

- Closely link these actors with their local communities and public authorities for a more collaborative and
sustainable development of their region.

- Foster the interconnection of trans-European tourism enterprises by transferring good practices and cooperation
  across borders.

- Disseminate the knowledge of the project across Europe and elicit interest in joining Ecobnb (http://ecobnb.com), the brand EcoDots ultimately works toward.

Main results and deliverables:

The main achievement of EcoDots was the development of the new web platform (http://ecobnb.com) and the related mobile application (http://ecobnb.com/blog/mobile) to properly access eco-friendly facilities ranked using shared quality and sustainability indices, green travel special offers and itineraries made up of smaller, yet interconnected, tourist destinations. By employing an intelligent and integrated web system, the project connected responsible travellers with sustainable touristic experience, working towards the ambitious goal of attaining a form of "competitive-through-differentiation" tourism that Europe is naturally capable of offering.

Thanks to web and mobile applications, travellers can discover and book eco-sustainable accommodations all around Europe, and they have the option to provide ratings and reviews and proactively help shaping the landscape of destinations with recommendations on their own favourite places. At the same time, local sub-networks of entities already practicing responsible ecotourism are able to deploy their potential by leveraging interconnections, ideas and the visibility afforded by the Ecobnb website.

The main deliverables of the project are:

1. Report on market recognition (D1.1 – M6)

2. Report on European Green Travel standards harmonisation (D2.1 – M9)

3. Report on members mapping (D2.2 – M21)

4. Report on itineraries mapping (D2.3 – M21)

5. Report on the enhancement of the Ecobnb website and mobile application (D3.1 – M21)

6. Report on inspirational, social and dissemination activities (D4.1 – M21)

7. Report on evaluation methodology (D5.1 – M6)

8. Report on results and conclusions (D5.2 – M21)

9. Interim reports on inspirational, social and dissemination activities (D4.1 – M21)

10. "Ecobnb – sustainable community" Video (https://goo.gl/QS9NBt)

11. "Ecobnb – sustainable travel" Video (https://goo.gl/TeT7NM)

12. Ecobnb web application (http://ecobnb.com)

13. Ecobnb mobile application (http://ecobnb.com/blog/mobile)

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