

**Title of the project:** Circular Economy in Tourism

**Acronym of the project:** *CEnTOUR*

**Project duration and start date:** 36 months, September 16<sup>th</sup> 2020

**Short description of project:**

- The project deals with the introduction of Circular Economy principles in the SMEs of the tourism sector (in terms of knowledge transfer, innovation and certifications) with the aim to spread a more sustainable model of development.
- Main objectives:  
CEnTOUR is a project co-financed by the European COSME Program that aims to boost sustainable tourism of tourist SMEs introducing tourism SMEs to initial strategies toward the Circular Economy approach in five EU and COSME countries: Italy, Spain, Moldova, North Macedonia, Greece. It will through the development and testing of an effective support scheme for SMEs that include a training, capacity building and knowledge transfer path focusing on the promotion of the best practices exchange, the creation of an enduring network, and a technical and financial support toward the uptake of innovative solutions and EU certifications and the. CEnTOUR will also work on the development of tourism marketing strategies based on circular economy for two Focus Regions aims also to involve the entire regional environment of each operative partner for in planning regional marketing strategies for the tourism sustainable development.

**More specifically the project** seeks to:

- i.** Boosting **skills and knowledge transfer** through: developing a **framework for capacity building**, creating a **supporting structure for SMEs**; delivering a training interactive programme (online sessions, face to face sessions, study visit, webinars and online conferences) with the help of EC facilitators;
- ii.** Implementing **technical support activities for incubation, acceleration and scaling up** of tourism SMEs. 68 companies in 5 countries will be selected for implement pilot tests, they will be financially supported to cover travel costs, sustainable and green investments. The project aims at taking at least 10% of SMEs to obtain certification (EMAS or Ecolabel), while 20% of them will go through the feasibility study for certifications;
- i.** Creating an enduring **network** of Institutions that can collaborate on CE support schemes for SMEs in the tourism sector and promoting the exchange of practices and results at EU level within a CE network of stakeholders and the development of an **operational framework to replicate the business support scheme elsewhere.**

**Lead partner/coordinator:**

1 *Chamber of Commerce of Marche Region* *CCIAAM* *(Italy)*

**Partners:**

2 *Università Politecnica delle Marche* *UNIVPM* *(Italy)*  
3 *Fundacion de la Universidad de Cantabria* *CISE-UCEIF* *(Spain)*  
4 *Ecores* *ECORES* *(Belgium)*  
5 *Organisation for Small and Medium Enterprises* *ODIMM* *(Moldova)*  
6 *Business and Innovation Centre* *BICT* *(North Macedonia)*  
7 *Chamber of Commerce of Xanthi* *CCIX* *(Greece)*  
8 *Centre for Social Innovation* *CSI* *(Cyprus)*

9	<i>Forum of the Adriatic and Ionian Chambers of Commerce</i>	<i>Forum AIC</i>	<i>(Italy)</i>
10	<i>Progetto Arcadia</i>	<i>PA</i>	<i>(Italy)</i>

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