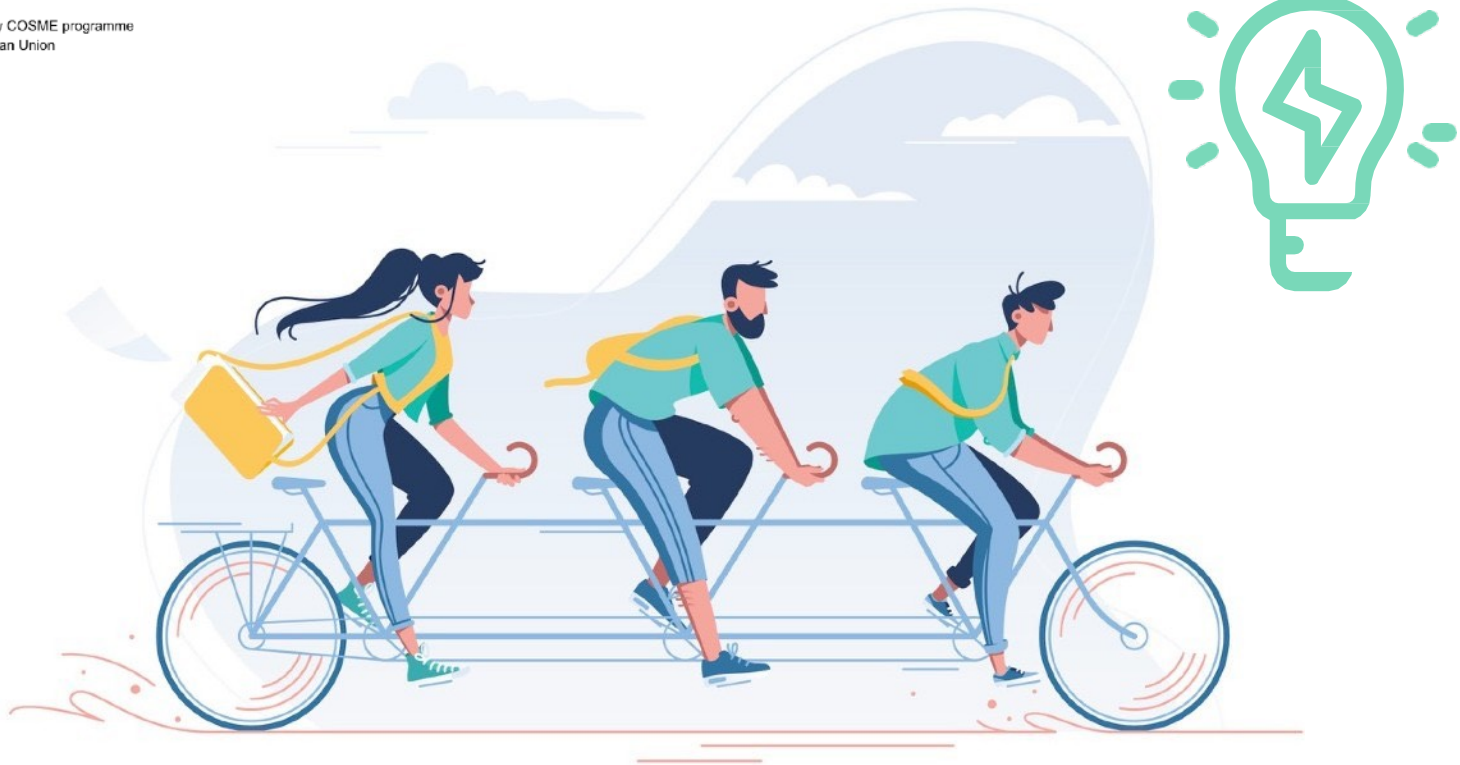




Co-funded by COSME programme
of the European Union



EU Eco-Tandem Project

Scouting innovation for a more sustainable tourism industry



PROBLEMS

Over-tourism

Sustainability
concerns

Climate
change

Globalisation



MARKET SITUATION

Tourism is one of the biggest and fastest expanding sectors of the European economy





TOURISM

an important role
in the
development of
the vast majority
of EU region

impacts
almost every
other sector



Today tourism industry
has to face challenges

**...whilst in 2018 there
was no evidence of the
sustainability as
concern for travellers**

A young woman is holding a large black protest sign with white and green text. The sign reads "MAKE THE CLIMATE GREAT AGAIN". The background shows a city street with buildings and other people.

CHALLENGE & OPPORTUNITIES

The recent great attention of the media on climate change and sustainability due to Greta Thunberg activism, creates a greater awareness of people around sustainability



TRAVEL, INTERRUPTED

CHALLENGE & OPPORTUNITIES

COVID-19 has impacted the tourism sector and will shape the way we will address sustainability in tourism for the upcoming years





HOWEVER ...

LOTS OF TOURISM SMEs
STILL HAVE TO BRIDGE THE GAP IN SUSTAINABILITY

**Cracking
the sustainability
challenge**



**multiple
impacts
on the
EU economy**



**Mutual benefit
cooperation,
dialogue and
knowledge
transfer
- winning keys**





THE SOLUTION



A TANDEM PROGRAMME!



Boost
capacity building

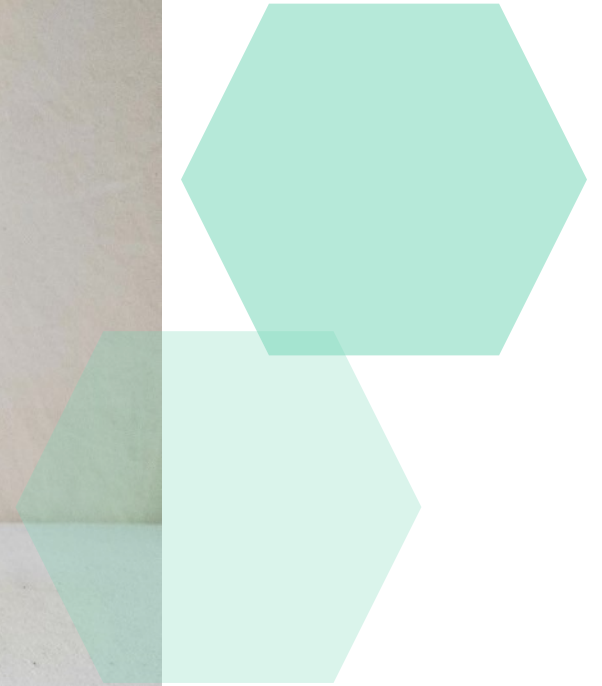
Accelerate
innovation



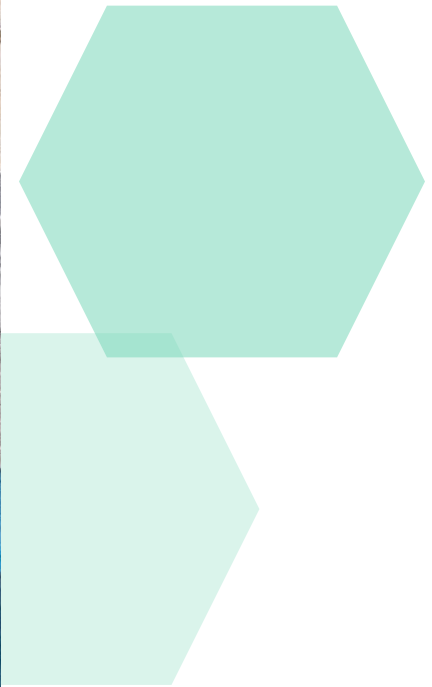
1. A well-balanced mix of learning and training activities to equip both tourism professionals as well as companies (startups and SMEs) with sustainable management skills; and then
2. To match together the most breakthrough innovators in the sustainable and responsible tourism value chain with traditional SMEs.

The EU ECO-TANDEM Programme project is strongly based on the concept of “tandem”


A comprehensive education & training programme



Matchmaking innovation enablers



SCOPE

A photograph showing two hands holding several white puzzle pieces against a background of green grass. The puzzle pieces are arranged in a line, with some overlapping. The hands are positioned on either side, holding the pieces together.

To encourage the cooperation between SMEs and innovators to create TANDEMSS for solving the sustainability issues in the tourism value chain

OBJECTIVES



1

To create the conditions for a concrete transnational and cross-border cooperation between EU startups & traditional tourism SMEs

2

To up-skill tourism SMEs' competences and skills in the field of sustainability in Tourism

3

To set the foundation for a collaboration between different stakeholders

MATCHMAKING EVENTS & TANDEM AGREEMENTS

ITALY

GERMANY

SLOVAKIA



3 matchmaking events <
30 SMEs & startups
per event
(90 in total)



30 TANDEMs
(1 startup +1 SMEs,
no country limit)



30 TANDEM
AGREEMENTS
(vouchers EUR 13.000
per TANDEM)

EXPECTED RESULTS



Improved skills in the Sustainability management field;



Implemented innovative solutions for sustainable tourism through start-ups;



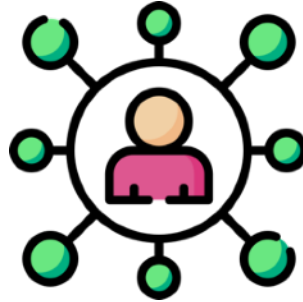
Established cross sectoral and transnational cooperation to transfer knowledge and eco-transition of traditional tourism SME's.

THE PROJECT BASIC STRUCTURE



ECO TANDEM NETWORK

3.



1.

ECO TANDEM ACADEMY



Education and Training

1. CAPACITY BUILDING

2.

ECO TANDEM PRIZE



Tandem cooperation

2. MATCHIN INNOVATION

1. CAPACITY BUILDING



Transnational education programme on sustainable tourism management and circular economy (seminars and workshops series)



Education

transnational training focused on industry-specific skills improvement around standards for sustainability in travel and tourism targeting SMEs and startups



Training

1. CAPACITY BUILDING: TARGET GROUPS

- young entrepreneurs
- tourism professionals in the public and private sector
- SMEs managers (with a specific focus on Hotels and similar accommodation; Holiday and other short-stay accommodation; Camping grounds, recreational vehicle parks and trailer parks; Travel agency, tour operator reservation service and related activities).
- SMEs and related supply chain in Tourism, emphasising accommodation, Tour Operators;
- deep-tech start-ups.



Education



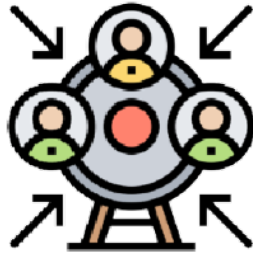
Training

2. MATCHING INNOVATION



Call for application to the programme;

Relation building and matching



Engagement

Matchmaking events

Eco Tandem Challenges

Plan of Action

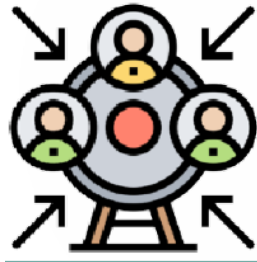
Winners



Execution

2. MATCHING INNOVATION: WHO

- EU tourism SMEs interested in “eco-transition”;
- EU tourism and non-tourism startups interested in providing their innovative solutions for enabling the tourism SME eco- transition



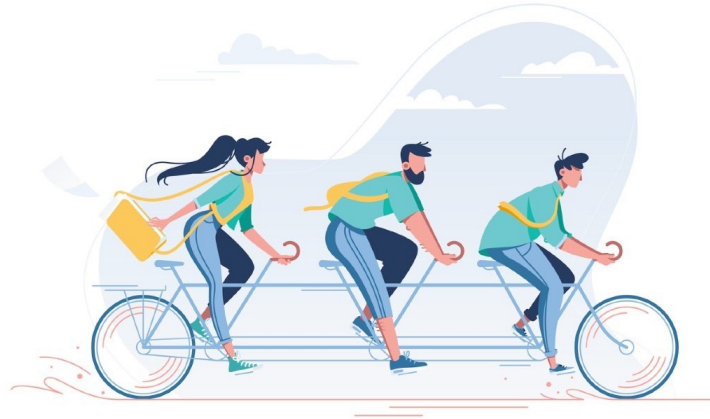
Engagement

- EU traditional tourism SMEs
- EU tourism and non-tourism startups



Execution

HOW: THE TANDEM MECHANISM



Definition of TANDEM:

A close relationship between two or more people or organisations that depends on cooperation.

THE PROCESS FOR A TANDEM MATCH



TARGET AUDIENCES



**TRADITIONAL
TOURISM SMEs**



**STARTUPS AND
INNOVATIVE SMEs**

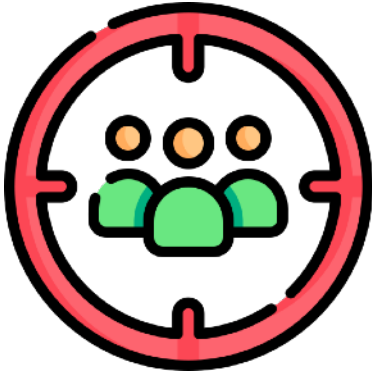
The Target audiences; the target groups



The Eco Tandem Audience is all about Business to business (b2b)

The Target audiences; the target groups

DIRECT TARGET AUDIENCE



Tourism SMEs



Innovative Startups
or SMEs



Tourism Professionals



Students (Green)



Innovators

The Target audiences; the target groups

INDIRECT TARGET AUDIENCE



NTOs & DMOs



Inter. Orgs.



Incubators,
Accelerators



Public Auth.
In the field of
Tourism and
culture



Young Pro.



General Public

The TANDEM COMPOSITION

A TANDEM is formed by a traditional tourism SME and an innovator (it could be a startup or an innovative SME).



Traditional tourism SMEs



Innovative tourism Startups
or SMEs



Hotels and
similar
accommodation



Holiday and other
short-stay
accommodation



Camping grounds,
recreational vehicle
parks and trailer parks



Travel agency, tour operator
reservation service and
related activities.

The TANDEM COMPOSITION

WHO CAN BENEFIT FROM THE VOUCHER
(EUR 6.500 cad.; EUR 13.000 per TANDEM)



If the TANDEM is formed by tourism startups or innovative tourism SMEs, the voucher is to be assigned to them as well, EUR 6,500 each.

If not, the voucher will be granted to the tourism SMEs only.



Traditional tourism SMEs



Innovative tourism Startups or SMEs



Hotels and similar accommodation



Holiday and other short-stay accommodation

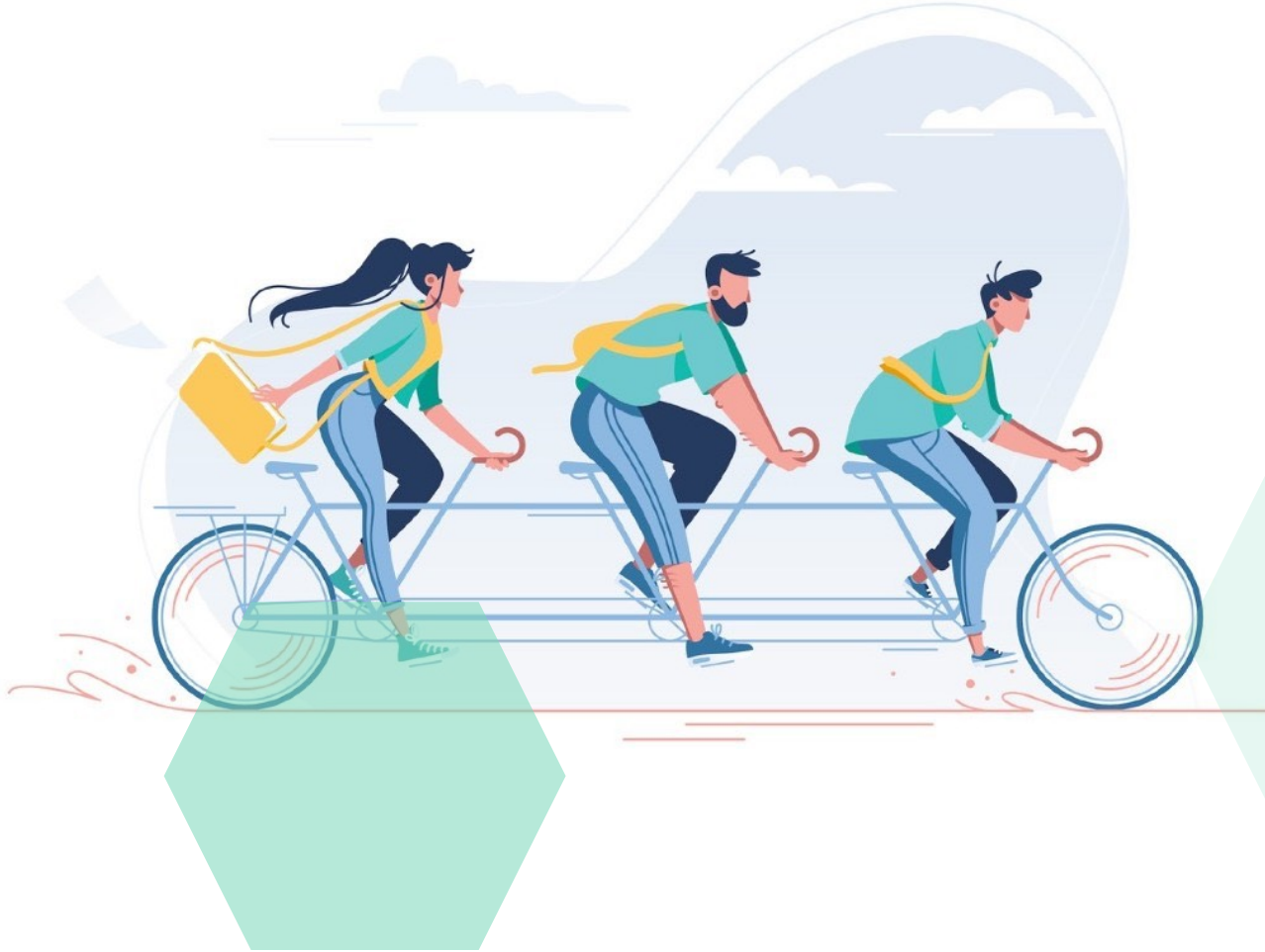


Camping grounds, recreational vehicle parks and trailer parks

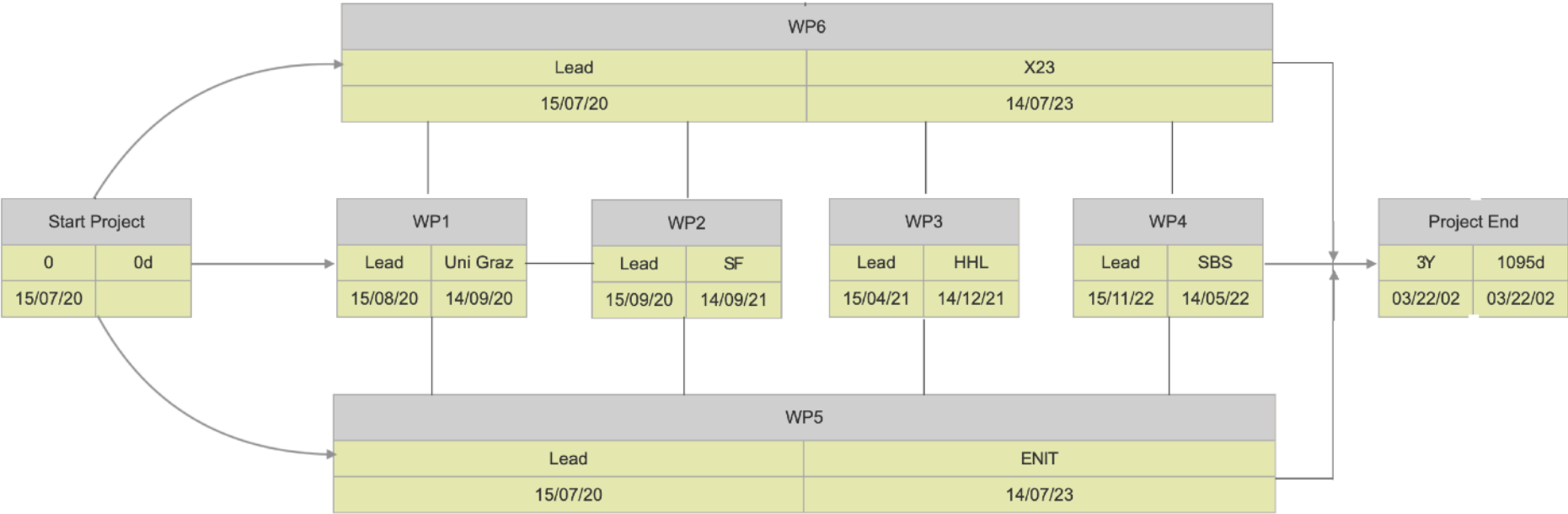


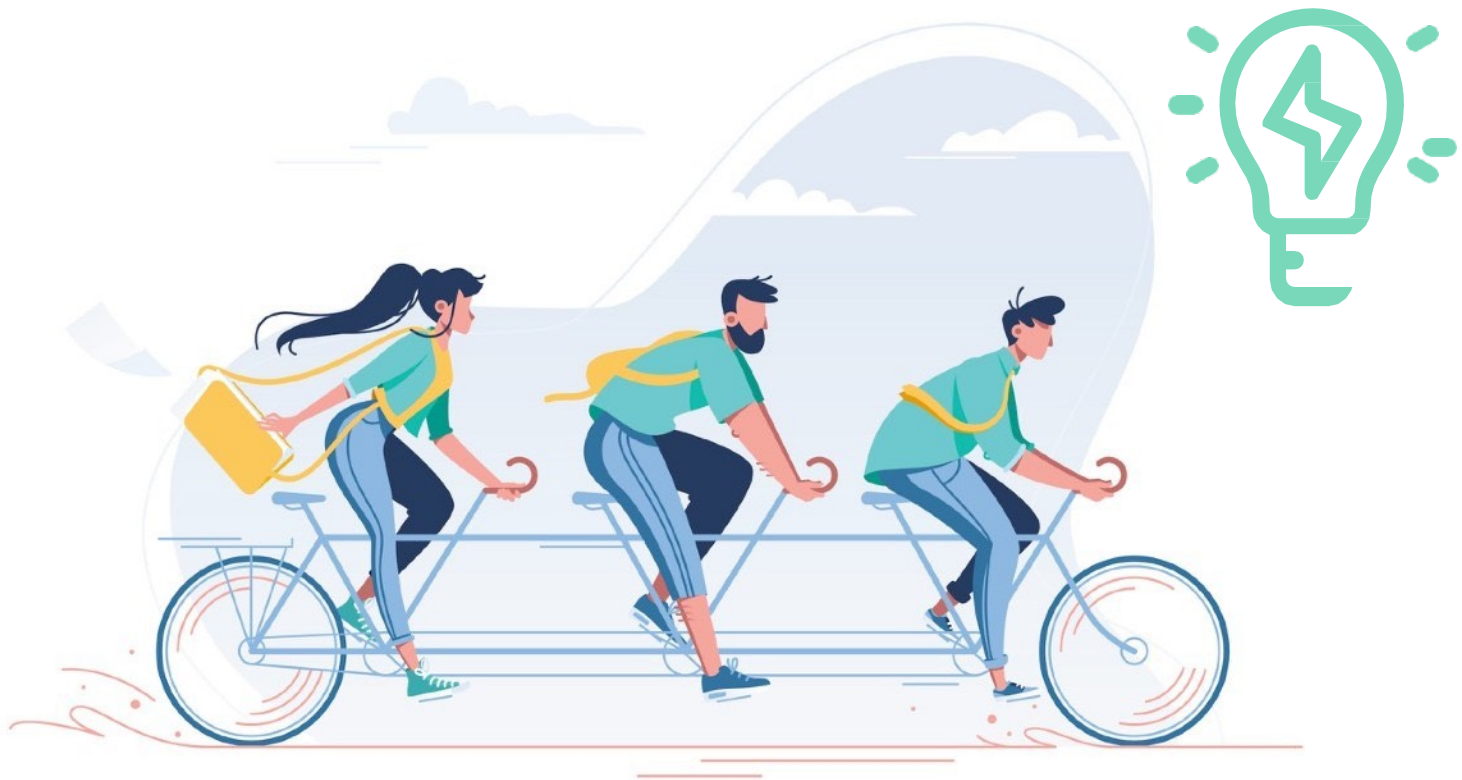
Travel agency, tour operator reservation service and related activities.

THE WORKPLAN



The Work Breakdown Structure (WBS)





EU Eco-Tandem Partners

Consortium Governance



- ▶ X23: Coordinator and Project Manager (PM)
- ▶ Social Fare: WP2L and Biz Programme Manager (BiPM)
- ▶ ENIT: WP5L and Communication Manager (CM)
- ▶ ITKAM: Contributor (C)
- ▶ HLL: WP3L and Pilot Manager (PiM)

- ▶ SBA: WP4L and Quality & Evaluation Manager (Q&AM)
- ▶ ARGE: Contributor
- ▶ Uni Graz RCE: WP1L and Education Manager (EM)
- ▶ GE: Training Manager (TM)

Consortium Governance



- ▶ X23 as WP2L back-up partner
- ▶ The Italian Chamber of Commerce for Germany (ITKAM) as WP4L back-up partner.
- ▶ Leipzig Graduated School of Management (HLL) as WP1 Back-up partner.
- ▶ The Slovak Business Agency (SBA) as WP3 back-up partner.
- ▶ The Association for Waste Prevention - Austria (ARGE) as Training Manager Back-up Partner.
- ▶ The University of Graz - RCE as WP6 back-up partner.
- ▶ Green Evolution SA (GE) as WP5 back-up partner

Decision Making Structure



Decision Making Structure



Making Structure



Quality Committee

- ▶ The Quality Committee will have regular virtual meetings (Quality Assessment Meetings - WP6) and carry out monitoring and evaluation activities in order to detect obstacles to the correct project development in time. If applicable, members will decide jointly on the adequate corrective measures.
- ▶ The setting up of a Quality Committee will not only contribute to sound management and the achievement of the expected results, but will also reinforce the effectiveness and transparency of the action.

Decision Making Structure



Composed of at least 8 members, segmented as follow:

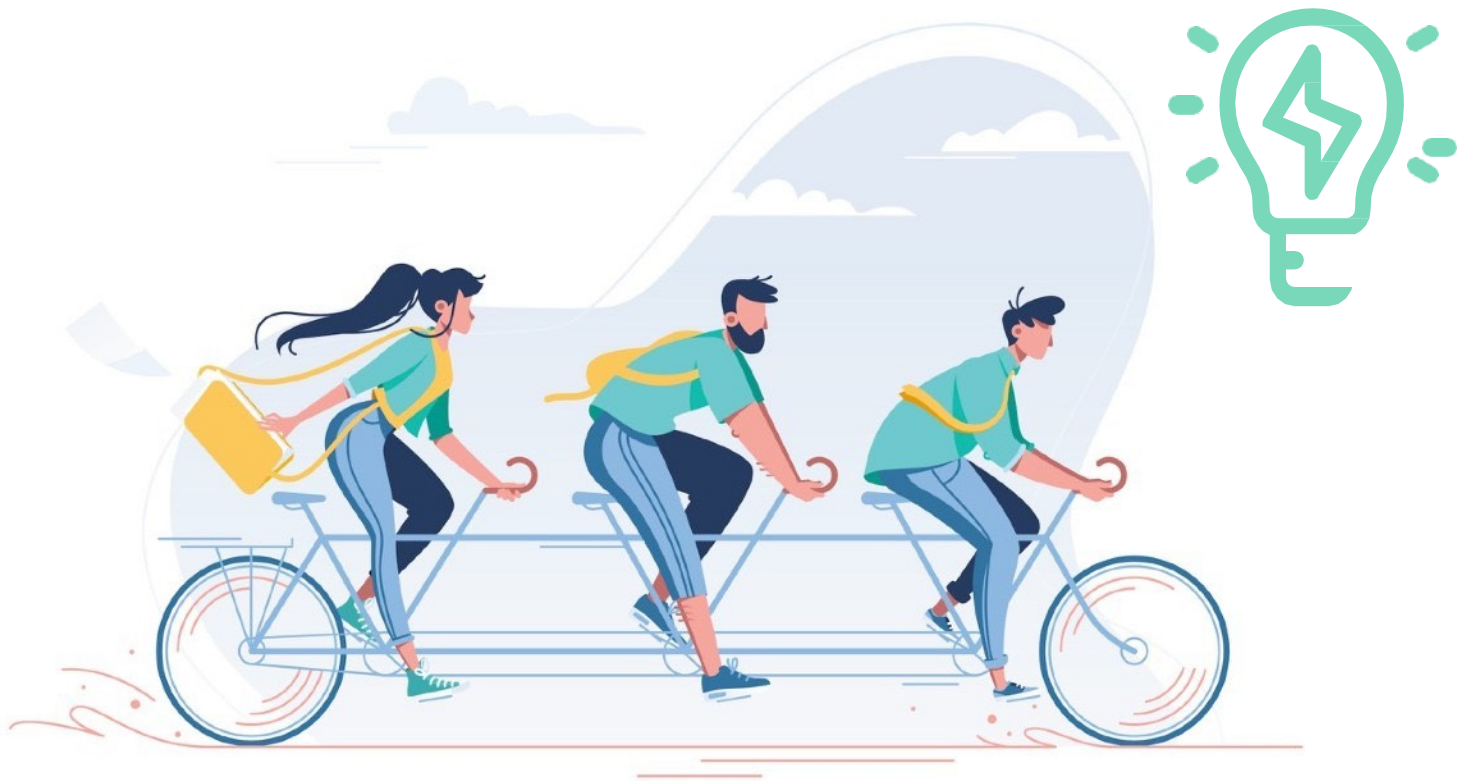
- ▶ a minimum of 50% of private investors (bankers, private equity fund managers, business angels) and 50% of tourism sector and sustainability experts,
- ▶ chaired by the Coordinator (X23) and the Biz Programme Manager (SocialFare)
- ▶ A member of the
- ▶ Commission will be invited as an observer

Decision Making Structure



External
TANDEM
Advisors

- ▶ External TANDEM Advisors will be selected for the screening of the applications and for providing assistance during the pilot actions.
- ▶ At least 12 TANDEM Advisors will be selected through a “Call for Advisors” published on the project website.
- ▶ A specific code of conduct and commitment will be signed with them including conflict of interest measures.



Sustainability Strategy

EU ECO-TANDEM Network



EU ECO-TANDEM Network



The GOAL:

Each EU ECO-TANDEM Network will be the one-stop shops for help the tourism industry and its player to become more competitive with regard to their business/production processes, products or services using innovation to pivot to more sustainable approach in tourism.

This will pass by the provision of access to innovative solutions, technical expertise, knowledge sharing, learning and training and experimentation, so that companies can find the right solution to the challenges posed by the present climate change conditions and to quickly move to a zero pollution approach, in line with the EU Green Deal.

The Network will be mirroring the innovative ecosystem at local and EU level so each of the player involved (SMEs, Startups, intermediary organisation, educational bodies, certification bodies, research centers, etc.) will be providing innovation services, training and skills development, access to funding that are needed for a successful (digital) green transformation in the tourism industry.

A specific manifesto for the Green EU Tourism will be elaborated and a membership programme will be put in place for ensure the financial sustainability.



Co-funded by COSME programme
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THANKS!

October 1st 2020

Elaborated by:



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