

<p>Programme</p>	 <p>European Commission COSME: TOURCOOP 2019-3-01 Call</p>
<p>Project Title</p>	<p>CEnTOUR Circular Economy in Tourism: Boosting sustainable tourism development and capacity of tourism SMEs through transnational cooperation and knowledge transfer.</p>
<p>Project aim and objectives</p>	<p>This project is a strategical opportunity to develop and test innovative ideas to support SMEs in the tourism sector toward the transition to a circular economy, fostering an integrated system at local/regional level.</p> <p>SMEs, in particular of the tourism sector, are slowly approaching the challenges of moving from a linear to a circular economic model and, given the average size, do not normally have the resources and skills to face it with the appropriate tools and references.</p> <p>Tourism systems are very tied systems that benefit from an integrated approach to business development, both in terms of efficiency and promotion.</p> <p>It is therefore important to support SMEs in the development and implementation of circular businesses (in terms of knowledge transfer, skills, innovation, certifications) and to realise them within an integrated system for the local development.</p> <p>The Project fosters innovative solutions for sustainable tourism development and management of tourism enterprises, through transnational cooperation and knowledge transfer, in particular toward SMEs focused on local supply chains and developing industrial symbiosis to develop circular business models.</p> <p>The project objectives:</p> <ol style="list-style-type: none"> 1. develop and test an effective support scheme for SMEs to provide them with the necessary skills, knowledge and the appropriate mindset and resources (also in terms of local governance) to develop innovative solutions toward a circular economy, increasing their capacity to rethink their business models, products and services;

	<p>2. help the participating SMEs to develop and implement solutions to create circular supply chains at local level and in particular the project will focus on opportunities offered by reintroducing the exhausted oil coming from the tourism sector, developing associated branding and promotional opportunities for tourist destinations.</p> <p>It will be the chance to make local tourism systems more integrated and sustainable, with great impacts also on their marketing and promotion and to develop local and inter-regional networks specialized in the support of SMEs in the tourism sector to shift to circular models.</p> <p>It will develop specific instruments and policy recommendation to replicate the support scheme elsewhere.</p> <p>The project will be implemented in a sub-regional areas of the Marche Region and 6 other counties in the EU and COSME countries</p>
<p>Actions and Main results</p>	<p>In order to foster innovative solutions for sustainable tourism development and management of tourism enterprises, in particular SMEs focused on supply chains and industrial symbiosis to develop circular business models, the project will aim at:</p> <p>1) Boosting skills and knowledge transfer activities, through:</p> <ul style="list-style-type: none"> – developing a supporting structure that will work at sub-region area (the four countries where SMEs schemes will take place) and will support SMEs, especially micro and those with less internal resources, through all phases of the project toward implementation in order to maximise results and minimise risks of drop out. The structure will be mainly composed by an ad hoc trained EC Manager, preferably coming from partners, and supporting services from partners in the implementing sub-regions and will mediate between project and SMEs, bringing added value closer to SMEs and in tailored ways. – facilitating knowledge transfer between companies lagging behind in terms of sustainability and those more advanced. This will be based on success cases methodology, utilizing both existing databases as well as developing ad hoc ones focusing on but not limited to: reverse supply chain, energy saving, fostering collaborative consumption and leveraging on circular economy innovation for promotion and marketing. – developing trainings and peer to peer learning for SMEs and start-ups in the tourism sector with reference to circular businesses (business benefits, supply chains, governance, business models, design, technologies, fundings, indicators,). This will be accomplished mainly by interactive and experiential ways such as study visits, peer-to-peer and the active support role of ad hoc trained CE managers for each implementing sub-region.

	<p>2) Implementing technical support activities related to incubation, acceleration and scaling-up of tourism SMEs to:</p> <ul style="list-style-type: none"> - foster brainstorming and innovative solutions (through design thinking approaches, establishing communities of practices and crosssectorial cooperation) for sustainable tourism for the development of new products, services, skills and new business models, especially focusing on industrial symbiosis /communities of practice at local level, with a focus established on the basis of sector and sub-regions characteristics on Food Waste and Packaging, energy saving, collaborative consumption. - implementing certification schemes (ecolabel) in a limited number of selected cases and marketing strategies linked specifically to circular tourism. <p>3) Creating an enduring network of Institutions that can collaborate on CE support schemes for SMEs in the tourism sector.</p> <p>4) To promote 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.</p>
RESULTS	<p>EXPECTED RESULTS</p> <ul style="list-style-type: none"> ✓ Enhanced transnational cooperation of public and private stakeholders (including SMEs) on tourism sustainability, ✓ Development of a framework for Schemes Supporting Smes in the transition to a circular economy system in particular through industrial symbiosis, ✓ Increasing the competitiveness of tourism SMEs involved by improving their capacity, certification, innovative products and services and marketing opportunities, ✓ Boosting innovation in sustainable tourism through knowledge transfer and cross-sectoral collaboration, ✓ Increasing transnational cooperation between tourism SMEs as well as between SMEs and incubators, accelerators and knowledge providers, ✓ Encouraging tourism SMEs to invest in sustainable solutions and capacity building, ✓ New market opportunities for SMEs, start-ups, in the tourism sector and for providers of sustainable solutions, ✓ Policy Recommendations, Support Scheme Framework, ✓ Improve visibility of tourism destination through circular economy initiatives and uptake of certification schemes.
Project budget	€ 1.329.412,00
Duration	36 months

	September 2020 – August 2023
Partners	<p>Lead Partner Marche Chamber of Commerce - ITALY</p> <p>Other Partners</p> <ul style="list-style-type: none"> - Forum of the Adriatic and Ionian Chambers of Commerce- ITALY - Marche Politechnic University UNIVPM – ITALY - CISE-UCEIF Santander International Entrepreneurship Centre - Fundación de la Universidad de Cantabria – SPAIN - ECORES -BELGIUM - ODIMM Organization for Small and Medium Enterprises Sector Development – MOLDOVA - BICT Business Innovation Center – NORTH MACEHEDONIA - Xanthi Chamber Of Commerce – GREECE - Centre for Social Innovation (CSI) – CYPRUS - Progetto ARCADIA - ITALY