



CAST

CREATIVE ACCELERATORS
FOR SUSTAINABLE TOURISM

REGIONAL CASE STUDIES

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INTRODUCTION

The Creative Accelerator for Sustainable Tourism (CAST) presents 15 case studies, from 8 regions in Europe. The cases showcase what the tourism industry is doing to incorporate technology in their day to day and promote sustainability as main assets for the sector's growth.

1.1 Inspiration for Innovation and Sustainable Tourism

These case studies highlight current trends, projects and initiatives related to the tourism sector around Europe. It acts as a compilation of best practices to promote its implementation in other European regions and cities. Its aim is to adopt sustainability and technology as the main drivers of progress in the sector by following the examples.

1.2 CAST

CAST supports the creation, business development and scaling-up of companies in the tourism sector. This is done through integrating creativity, art and design skills from the Cultural and Creative Industries with cutting-edge technology, science and business.

The CAST consortium consists of organisations with years of experience in working with creative industries across

Europe and stimulating their growth and internationalization – as well as in the tourism sector. All the partners have worked extensively with creative enterprises, stimulating innovation and cross sector collaboration.

The direct beneficiaries of CAST are SMEs in the creative, cultural and tourism sectors. They will receive support from the project and will develop their activities through start-up and scale-up processes, including innovation, access to new markets and finance.

1.3 Tourism and Creative and Cultural Industries in Europe today

As the regional case studies include both start-ups, SMEs, corporations and organisations, an overview of the regions and bodies involved show the current status of tourism and the creative and cultural industries (CCI) in Europe with a focus on the partnering countries.

Within Ireland, Failte Ireland is Ireland's National Tourism Development Authority. It provides a range of practical business supports to help tourism businesses better manage and market their products and services. These supports are targeted at every aspect of running a tourism business including, management skills, financing, marketing, customer relationship management and quality assurance. The Failte Ireland platform contains information on more than 20,000 Irish tourism businesses including details of accommodation, activities, attractions

and events. Failte Ireland is a key part of the business support ecosystem in Ireland albeit with a specific sectoral mandate.

Failte Ireland estimated that 3.7 million overseas visitors to Ireland engage in cultural/historical cultural activities. Several bodies representing and supporting creative and cultural enterprises will be involved in the activities.

These include:

- the Design and Crafts Council of Ireland is the main champion of the design and craft industry,
- the Irish Film Board; it supports writers, directors and production companies across these sectors by providing investment loans for the development, production and distribution of film, television and animation projects. It also supports and promotes the Irish screen industries at major international markets and festivals, promotes inward investment and the use of Ireland as a filming location.

There will also be links with the Irish government's Creative Ireland Programme 2017-2022, which involves investing in cultural Infrastructure, a Centre of Excellence in Media Production and aligning the work of the agencies that project Ireland globally.

Within Denmark, Visit Denmark is the Danish national tourism organisation, linked to regional tourism organisations. Wonderful Copenhagen (WoCo) is the region of Greater Copenhagen's tourism organisations. They are a network organisation of 300 commercial

collaboration partners. WoCo is a commercial foundation financed through contributions from private companies, organisations and public funding. They have recently published a new tourism strategy - <http://localhood.wonderfulcopenhagen.dk/wonderful-copenhagen-strategy-2020.pdf>

Invio is the Danish Cluster for Innovation and Experience Economy, www.invio-net.dk. CBC is partner in this cluster with focus on innovation in the areas of gastronomy, events, attractions and theme parks, tourism and Experience-based Technologies using creative competences. Also involved in the sector are: Imagine, Creative Industries Research Centre, Copenhagen Business School/ Centre for Communication and Computing på Københavns Universitet (<http://ccc.ku.dk/>) DATE - De danske erhvervsakademiers videncenter for turisme og oplevelser/ Videncenter for turisme og oplevelsesindustri (VTO) UCN and other bodies.

In Cyprus, Cyprus Tourism Organisation (CTO) is a semi-governmental organisation under the responsibility of the Ministry of Energy, Commerce, Industry and Tourism (MECIT). Paphos is the European Capital of Culture hence the city has implemented a plethora of events and initiatives related to the creative industry.

There are also good contacts with research, training and sector bodies. The Research Centre on Interactive Media is implementing a plan in order to boost and enhance the creative industry and its applications to several sectors but always with an emphasis on tourism. An indicative

example of this, is the RISE project – the Research Centre focusing on Interactive Media, Smart Systems and Emerging Technologies.

At the Cyprus University of Technology, the Department of Hotel and Tourism Management aims to educate the hospitality and tourism. Other Stakeholders include industry associations like hoteliers, travel agents, tourist guides, restaurant owners, Agrotourism etc. as well as other Trade Unions, local authorities, NGOs. iFX Expo International, the largest Financial B2B Expo that has connected over 30,000 attendees with over 1,000 service providers from around the world at their expos in Limassol Cyprus.

Within Spain, CEEIM is a technological and innovation oriented small business incubator in the Region of Murcia. The non-profit foundation is committed to the long-term economic vitality and growth of entrepreneurial ventures in the Region. CEEIM's main mission has been, and continues to be, to promote and develop the necessary economic, social and innovative activities, in order to stimulate business and to detect and encourage new business initiatives and entrepreneurs, as well as to consolidate and modernize the existing ones, paying special attention to the innovative ones and those resulting from research and scientific activities. CEEIM addresses problems that innovative businesses have in obtaining appropriate technology, market information, management assistance and access to capital, by providing reasonably priced office space, shared services to reduce

overhead costs, and business, technical and financing assistance.

CEEIM main promoter is the Regional Development Agency, its biggest supporter, working in a strategic regional plan together with important institutions, part of its board, such as University of Murcia, Polytechnic University of Cartagena, City Council of Murcia, the Regional Confederation of Business Organisations and the Chamber of Commerce, among other business organisations, what makes it easily accessible with the whole entrepreneurial ecosystem of the Region of Murcia as a target.

CEEIM works closely with the rest of the business incubators of the regions, having access to the total amount of companies. In fact, CEEIM directly manages the tech-based companies' incubator of the Region of Murcia, being very interesting for involving technologies to the tourist sector, as it has been doing in the region during the last year. That includes the only creative-based companies incubator, Factoría Cultural, which will give us access to the creative industry of the region.

Regarding Tourism, CEEIM has as its collaborator, the Regional Tourism Office (ITREM), being very active in the design and promotion of innovative actions for encouraging the creation of businesses in the tourist sector.

Finally, CEEIM is the regional coordinator of the Business Angels Network of the Region of Murcia, having direct access to private investors, and having the power of involving the projects coming for our

project in this investment platform. CEEIM is an expert on mediation on private investment, having a large expertise in coaching entrepreneurs for approaching investors and preparing projects, as well as organizing investment forums.

CEEI Burgos covers a different region of Spain, with a tourist profile more focused on cultural heritage and thus forms a contrast to Murcia's tourism, which has a strong seaside aspect.

Based in Berlin, Media Deals responds to regional bodies and participates in regional activities, such as Berlin Web Week, Berlin Fashion Week, Berlin Art Week, Medienboard Berlin-Brandenburg and Kreativwirtschaftsberatung Berlin actively promote the priorities of the S3 strategy, which highlights the priorities for the creative sector of cross-innovation (incl. competitions focussed on innovation topics, matchmaking between start-ups and investors as well as old and digital economy), innovation labs/incubators, crowdfunding/crowdfunding).

Nevertheless, most organisations in the financial sector to be targeted have a European remit. These include:

- Business Angel Networks through EBAN (European Business Angel Network), of which Media Deals is a member;
- NEM (New European Media Initiative), and of 3IT-Innovation Center for Immersive Imaging Technologies Berlin (Fraunhofer Heinrich Hertz Institute);
- Creative Europe Media, Eurimage, Wallimage,

- European Film Commission Network (EUFCN), Film Centres and Film Offices across the EU.

The above-mentioned organisations and institutions are part of a wide and diverse range of entities involved in the

tourism sector. In the case studies that will be presented, some of them have had a defining role in the success and development of innovative and disruptive opportunities for the sector.



REGIONAL CASE STUDIES

The following case studies are a collection of good practices, success stories and on-going outstanding developments that present an opportunity for the sustainable tourism sector. These cases are defining the upcoming models and frameworks that already established companies, organisations, SMEs and start-ups need to keep up with the imminent changes of the world.

As a brief summary, the cases presented range from the efforts of cities to become “greener”, to national projects that help develop innovative solutions to alternative activities that attract an audience in a sustainable way, and disruptive start-ups with paradigm changing ideas. These cases were selected because they show good practices that can be of interest to replicate in different regions of Europe, to promote sustainability practices and disrupt tourism habits for the future.

2.1 Methodology

The partners filled in a data collection template¹ to gather all relevant information on programmes, initiatives and projects in their regions or close to them, to showcase outstanding results in the tourism sector. The focus was to identify the best

transferable practices in the sector that additionally promote sustainability. After all the data was collected, a data analysis process took place to identify common parameters between the cases and be able to group them for a deeper understanding of their outcomes, activities and lessons learned.

¹See template under the section References and Data Collection Tools

2.2 Category Definition

To present the main outcomes, characteristics and lessons learned in each one of the cases, they were divided into two categories:

- Projects, companies and programmes that promote sustainable alternatives. Where public and private promote the creation of ground-breaking solutions
- Cities and regions that want to become sustainable destinations. Where worldwide trends of sustainable living, economy and smart use of resources and technology for sustainability are showcased in eight case studies from six regions in Europe.

2.3 CATEGORY 1: CREATE SUSTAINABLE ALTERNATIVES

The following case studies are a collection of good practices, success stories and on-going outstanding developments that present an opportunity for the sustainable tourism sector. These cases are defining the upcoming models and frameworks that already established companies, organisations, SMEs and start-ups need to keep up with the imminent changes of the world.

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2.3.1 CASE STUDY: TOURISM X: TOURISM OF THE FUTURE

CASE FILE



ABSTRACT

TourismX is a national project, created to strengthen the innovation level of Danish tourism. The purpose of TourismX is to connect growth ideas of companies with the latest research and knowledge to develop new innovative products and services.



COUNTRY

Denmark



PARTIES INVOLVED

Danish Coast & Nature Tourism and Wonderful Copenhagen. Aalborg University, Roskilde University and Southern Danish University participate as knowledge partners



FUNDING

The project is funded by the EU, the five regions of Denmark and private funding.



CONTACT ORGANISATION

Wonderful Copenhagen



KEY WORDS

Tourism, validation, innovation, Denmark, solutions, mentoring

TourismX is a collaborative programme that creates the optimal framework for a business idea in the tourism sector to be successful. It is a development process that takes an early stage business concept and tests it with university researchers, users and market feedback.

Throughout the process there are several pivots based on the many insights that are discovered along the way. Its purpose is to connect companies with the latest knowledge and to test the early stage ideas with users and markets to prove if a concept works or not. This is done to create the strongest possible platform for the company when either looking for investment or going to market.

The project has a national reach within the 5 main regions of Denmark: Capital Region of Denmark, Mid Jutland Region, North Jutland Region, Region Zealand and Region of Southern Denmark. The project runs from November 2017 to December 2019.

TourismX has selected more than 40 business concepts during five open calls around the country, where more than 100 business ideas were presented. The selected companies are working on developing their prototypes to be tested in 2019.



Image copyright Wonderful Copenhagen

The aim is to create a framework that the businesses should follow to focus on their validation process, both for their solution and their business model. The participating start-ups receive mentoring from a carefully selected team of consultants and researchers, giving them the expertise

needed to move forward with their plans, tests and reach their goals. Both the Danish Coastal and Nature Tourism and Wonderful Copenhagen made their own networks available for this business validation process.

The start-ups participate in innovation courses, workshops and meetings. For this development process, the solutions are constantly challenged to make it relevant and disruptive. In the process the participants are sorted into clusters, at least 2 per region, based on their needs and challenges, where they can develop their ideas in a lab-like environment amongst

their peers, researchers and mentors from companies from the tourism sector before testing it within their market.

Insights, learnings, tools and methods are collected through the entire process and will be shared with the rest of the industry at the end of the project period.

RESOURCES NEEDED

For the development of this project the main resources needed are:

- **Partnerships**, that can bring together their networks and experts to facilitate meaningful encounters between established companies/and possible future clients and the solutions.
- The **knowledge** and **methodology** brought by the **universities**, which help visualize and develop frameworks for the project's development.
- **Sector knowledge**, which is brought by the different partners, companies, mentors and researchers and put into use by the business solutions.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

- +100 pitch presentation in 5 open call auditions
- +45 companies selected
- 3 innovation workshops on a national level
- 2 clusters per region to help develop the businesses
- 1 knowledge sharing platform for the tourism industry

2.3.2 CASE STUDY: CAPSULE SKATEBOARDS

CASE FILE



ABSTRACT

Capsule Skateboards is a case that combines technical capacity, business opportunity, all within the field of sustainability and sports on the island of Cyprus. The latter has also given the opportunity to start-up to build awareness and enhance audience impact based on tourism activities across the island.

Capsule Skateboards is an innovative start-up company from Cyprus, producing high quality skateboards and longboards (cruisers) made of composite polymer materials that are 100% recyclable, six times stronger, with 0% delamination risk and are impact absorbing by 40% less than conventional 7-ply wood boards. In addition, a skater can custom make a board based on weight, type of use and pop-up level.



COUNTRY

Cyprus



PARTIES INVOLVED

Capsule Skateboards and CyRIC



FUNDING

EU/BIC Incubation



CONTACT ORGANISATION

CyRIC |Cyprus Research & Innovation
Centre Ltd



KEY WORDS

Disruptive innovation, research & development, prototyping, business modelling

Capsule Skateboards is a Cypriot start-up that started in October 2016 and is still on the market. It produces high quality skateboards and longboards (cruisers) made of composite polymer materials that are 100% recyclable, six times stronger, with 0% delamination risk and are impact absorbing by 40% less than conventional 7-plywood boards. In addition, a skater can custom made its board based on his weight, type of use and pop-up level.

The founder visited initially CyRIC EU|BIC

with an idea of developing a new type of innovative skateboard. At that moment, he had no specific competences nor the resources and expertise to develop and start the business. CyRIC helped him identify the market potential and define the product (proof of concept). After a thorough examination, CyRIC made an offer to the founder to join its Incubator, Gravity. Ever since, the EU|BIC has dedicated resources and funding to this company, and tremendous effort on R&D.



(Image copyright Capsule Skateboards)

Capsule Skateboards has emerged to a successful start-up in Cyprus, with multiple innovation awards. Recently Capsule received an award as a top 50 finalist innovative sport product in ISPO Munich. Capsule skateboards are launching their production line soon and introducing capsule skateboards to the world.

It is important to mention that through the awareness campaigns across the island,

Capsule enhanced the tourist product to the skater community combining unique value proposition, excellent rider experience with amazing landscapes to enjoy through skateboarding in Cyprus. A series of events in tourist resorts dedicated to skateboarding awareness have been made.

RESOURCES NEEDED

Both Financial and in-kind (Business & Technical) Services were needed during the implementation of the project. More specifically

- **R&D:** deep research and technical development has been carried out to achieve the breakthrough combination of materials that can produce the properties of the construction of the skateboard.
- **Design/Prototyping:** design and prototyping in order to finalize the construction based on feedback from testing at a lab and skaters so as to achieve high quality finish of a premium product.
- **Funding/Investment:** Funding was secured multiple times. Gravity has also invested part but also secured a significant amount from Grants and Loan.
- **Entrepreneurial Services:** such as Pitching, Business Planning, Financial Planning, Marketing Services. Through constant interaction from our inhouse mentors and trainers, our hosted entrepreneur has developed critical skills and competences that equip him with the panoply to manage an international business by himself.
- **Intellectual Property:** inhouse innovation diagnostics and patent submission for the material and manufacturing process.
- **Manufacturing:** setting the production line including the design and ordering of the machinery for the setup of the facility in Cyprus.

Internationalization: Capsule visited a series of prestigious events such as Websummit, Slush, Agenda Tradeshow in L.A and recently ISPO Munich 2019.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

Capsule Skateboards has emerged to a successful start-up in Cyprus, with multiple innovation awards in Cyprus and Europe. Recently Capsule received an award as a top 50 finalist innovative sport product in ISPO Munich 2019.

Other achievements (selected)

- Start-ups for Peace winner 2016
- Cyprus Entrepreneurship Competition 3rd place
- +200K Euro in investment

2.3.3 CASE STUDY: MATCHMAKING SERVICE FOR TRAVEL EXPERIENCE AND ADVENTURE

CASE FILE



ABSTRACT

Wantrek is a tourism marketplace for experiential travels with a focus on active experiences, where travelers can search and purchase tourist activities. It searches only for experiential activities offered by small sports or cultural associations. These associations often do not even own a website and do not do any web marketing activities, relying completely on word of mouth. These activities are aggregated, which are often found outside the big cities, in order to also delocalize the tourist flows.



COUNTRY

Italy



PARTIES INVOLVED

Wantrek and Lazio Innova



CONTACT ORGANISATION

Lazio Innova



KEY WORDS

adventure, marketplace, tourism, sport, experiences



(Image copyrights Wantrek)

Wantrek is an Italian start-up that started in June 2018 and is still on the market. It's a tourism marketplace for experiential travels with a focus on active experiences, where travellers can search and purchase tourist activities. It searches only for experiential activities offered by small sports or cultural associations. These associations often do not even own a website and do not do any web marketing activities, relying completely on word of mouth. These activities are aggregated, which are often found outside the big cities, in order to also delocalize the tourist flows.

Wantrek has simplified the selection of travel destinations for tourists who enjoy active experiences during their holidays. In fact, 31% of travellers choose the resorts based on the experience they want to do. This requires hours of research to find exactly what they want. Furthermore, thanks to Wantrek, travellers have the opportunity to discover travel destinations that are often ignored by large tour operators. In short, the diversification of

the tourist experience creates an additional competitive element to stand out and emerge in the great quantity of offers that can be found on the internet.

Among the most successful activities, sports and food and wine activities are the most chosen by tourists. Wantrek can organize gastronomic experiences with more than 100 people in a single day. This success would have been impossible for the individual associations because it would have required a great expense in marketing. Wantrek offers the opportunity for these experience providers to advertise their businesses with a sales commission.

Thanks to our platform we have succeeded in eliminating some actors in the construction of the tourist experience, including tour operators and travel agencies, reducing expenses and commissions for the end customer.

RESOURCES NEEDED

From a technological point of view, the portal needs to be updated to improve the user experience. The purchase of tourist activities must become faster, eliminating some important barriers for travellers.

The platform also needs some additional features that the suppliers have asked us, such as the ability to accept or refuse customers, based on the weather or if the activity is already full.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

More than 90% of the suppliers we contacted are satisfied with our project and started to include their activities on the platform. There are almost 200 activities in the platform.

2.3.4 CASE STUDY: B2B VACATION RENTALS APARTMENTS: GLOBAL PLATFORM

CASE FILE



ABSTRACT

B2Book is a B2B Vacation Rentals platform between tourist accommodation owners or managers (Seller) and travel agencies, tour operators, Online Travel Agents (OTA) and GDS (Buyer).



COUNTRY
Italy



PARTIES INVOLVED
B2Book and Lazio Innova



FUNDING
Looking for investment.



CONTACT ORGANISATION
Lazio Innova



KEY WORDS
Vacation, rental apartments, global distributor



B2BOOK.NET

VACATION RENTAL B2B PLATFORM

(Image copyrights B2Book)

B2Book is an Italian start-up that started in April 2017 and is still on the market. It's a B2B Vacation Rentals platform between tourist accommodation owners or managers (Seller) and travel agencies, tour operators, Online Travel Agents (OTA) and GDS (Buyer).

The platform was born with the aim of filling the gap that was created due to the B2C product distribution concentration of the holiday home product in the hands of large global OTAs (Airbnb, Booking, HomeAway, Tripadvisor). this has led to 2 main problems:

- market saturation: property owners/managers are all on same platforms with high competition and low prices

- travel professionals (travel agents, tour operators) have lost their role on vacation rentals distribution.

B2Book mission is set to make “hotel” and “vacation rental” products equally in the global distribution, enabling the promotion of facilities even on circuits used exclusively for hotel bookings.

The best market commission on market 13% average compared to 5-7% and to provide apartments inventory through API integrations to all other online operators (B2B Wholesalers, Online Travel platforms, like airlines) enlarging the vacation rentals global distribution

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

Launched the platform in January 2019 with more than 120.000 apartments and villas worldwide, in 5 months achieved 300 buyers' registration and starting to receive bookings. Signed 5 contracts with major B2B wholesalers for API integrations, signed a contract with Poste Italiane to provide our services on their Welfare platform for all 130.000 employees

2.3.5 CASE STUDY: COLOSSEUM VIRTUAL REALITY BY ANCIENT& RECENT



CASE FILE



ABSTRACT

A 3D virtual reality application has been developed to visit the Colosseum seeing it reconstructed as it was historically through a virtual reality viewer and an integrated software inside.



COUNTRY
Italy



PARTIES INVOLVED
Immersive SRL and Lazio Innova.



FUNDING
Looking for investment.



CONTACT ORGANISATION
Lazio Innova



KEY WORDS

Virtual Reality, Augmented reality, experiential tourism



(Image copyrights Immersive SRL)

Its main attraction is a visit with VR Viewer in Virtual Reality of the Flavian Amphitheatre – ROP ERDF 2014–2020 project. Realization of a project aimed at the enhancement of Ancient Rome, through new immersive technological solutions, multimedia and in particular with the use of virtual reality and augmented reality.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

It is aimed at tourists from all over the world boasting 50% of Italian tourists and 50% of foreign tourists, these come from direct channels through the website www.ancientandrecent.com and indirect channels through collaboration agreements and supply of other tour operators national and international and known platforms.

Another sector on which the company is strongly aiming is that of students and national and foreign schools, which thanks to its know-how that normally boasts an institution can aim at a dedicated target, becoming the benchmark of reference in the sector and for the same target not having competitors at the same level.

2.3.6 CASE STUDY: A GUIDED JOURNEY BACK TO VIKING TIMES – CREATIVITY DRIVEN TOURISM INITIATIVE

CASE FILE



ABSTRACT

Located in the heart of Waterford's city's historical quarter in Ireland, King of the Vikings is an immersive Virtual Reality experience set inside an authentic recreated Viking house in the ruins of a 13th century Franciscan Friary.



COUNTRY

Ireland



PARTIES INVOLVED

Imagine.ie, Waterford Museum of Treasures, Waterford City and County Council and Failte Ireland



FUNDING

Commissioned by the Waterford Museum of Treasures and supported by the local municipality Waterford City and County Council, as well as the national tourism body Failte Ireland as part of a regional initiative, Ireland's Ancient East.



KEY WORDS

Creativity driven innovation, user experience, tourism technology



CONTACT ORGANISATION

WestBIC



(Image copyrights King of the Vikings)

Three museums within a few paces of each other tell the 1100-year-old story of Waterford from its foundation in 914 by Viking sea pirates. This adventure can be experienced in Waterford City since May 2017.

The visitor's arrival is heralded by a mural that forms the atmospheric backdrop to a hand carved wood sculpture. You are beckoned to enter a darkened reception area by a hologram of King Reginald. Once inside, evocatively animated information panels slowly and imperceptibly draw you back in time and away from the hustle and bustle of the modern city. Then, thanks to ground-breaking virtual reality, visitors are invited to don 'magical masks' and are taken on a guided journey back to Viking times where the ghost of King Reginald spars with the ghost of an Irish Christian

monk. The innovative technology brings the epic adventures of the Vikings to life, allowing visitors to experience them in a close and personal way. This meeting of history and technology will excite the imagination and ensure a memorable experience.

The team from SME Emerge.ie worked with 3 local museum curators, historical and archaeological experts to ensure the historical facts were accurate. They also engaged a 5th generation timber house craftsman to construct the framework of the house itself. They enlisted a traditional thatcher to create the roof and wattle and daub of the house. The planning from a technology point of view began with the specification and custom builds of the VR computers, the enclosures they run in and how this would fit within the house in an

invisible way. Emagine coordinated with the architectural and client teams to confer during the installation process to ensure the structure of the chapel was protected. All hardware and software required for the experience was built and tested in our studio, and installed and wired on site in keeping with the built environment of the new Viking house.

The project that demanded a high level of execution both creatively and technically. The project was delivered with cutting-edge technology and required excellent story telling of the Vikings in Ireland since the formation of Waterford.

Emagine was involved in the concept development, including research and script writing for the initial planning and discovery phases. They worked very closely with the client team to define the overall scope of the sixteen-minute experience, along with the narrative that would suit such a limited time frame. They created the overall identity of the King of the Vikings and rolled this brand out over the entirety of the collateral, including signage, website, printed material and social media channels. This brand was new, but sensitive to the Ireland's Ancient East overall umbrella, as it falls within this Fáilte Ireland initiative.

The work has been used as an example of how tourism initiatives should be rolled out under this type of framework. King of the Vikings was featured in the 2018 Metheail (Failte Ireland's largest Annual Global Travel Trade Fair) as a central attraction at this important industry networking event.

The experience design was not limited to simply the virtual reality components, but encompassed many other elements to make it a coherent and complete attraction. The environment design from the holding room layout and concepts, to touch screens and holographic technology was also incorporated via photogrammetry of artefacts.

Emagine directed casting of the characters included within the story, performed the voice-over recording and sound engineering, and filmed on green screen as required all in-house in our Waterford studio. CGI rendering and 3D models of all objects and environments were created by our programming and design teams. All elements of the multimedia experience were programmed, tested and quality controlled through the main production cycle.

RESOURCES NEEDED

Creative works commissioned by the Waterford Museum of Treasures and supported by the local municipality Waterford City and County Council, as well as the national tourism body Failte Ireland as part of a regional initiative, Ireland's Ancient East. Creative works executed by www.emagine.ie

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

- 1300 years of Viking history
- 500 visitors in the first week
- 16-minute VR experience
- 10 Oculus Rifts
- It is #1 of 61 attractions in Waterford on Trip Advisor and has had 90% average occupancy since opening day
- In 2017 it won the Waterford Chamber Business Awards prize for “Best Tourism Business” and is nominated for a National Chamber Tourism Award for 2018 Tourism Support for a state body
- In 2018 Trip advisor included King of the Vikings in its traveller’s choice awards, of the top 5% of things to do in Ireland. It was also included as a featured attraction in Lonely Planets Ireland guidebook for 2019.
- The visitor attraction is open 7 days a week during the tourism season.



2.4 CATEGORY 2: BECOME A SUSTAINABLE DESTINATION



Europe has been a destination for millions of tourists around the world² - Tourism impacts cities, regions and countries in many ways. Such as the development of the hospitality sector (restaurants, information centres, hotels, etc.) and other informal options (Airbnb, couch surfing, private transportation rides, etc.). These case studies are a brief introduction to the sustainable practices of three cities, four regions and a country that adopted to sustainable experiences for travellers and locals.

² EuroStat, Online found in https://ec.europa.eu/eurostat/statistics-explained/index.php/Tourism_statistics, August 2019

2.4.1 CASE STUDY: LEAVE NO TRACE IRELAND INITIATIVE

CASE FILE



ABSTRACT

Leave No Trace is an outdoor ethics programme designed to promote and inspire responsible outdoor recreation through education, research and partnerships.



COUNTRY
Ireland



PARTIES INVOLVED
Leave No Trace non-profit organisation,
Failte Ireland and more



FUNDING
Not-for-profit with charitable status



CONTACT ORGANISATION
WestBIC



KEY WORDS
Environmental Sustainability, EcoTourism, Ethics in Tourism, Corporate Volunteering,
UN Sustainable Goals



*Promoting responsible
use of the outdoors*



Leave No Trace is an outdoor ethics programme designed to promote and inspire responsible outdoor recreation through education, research and partnerships. It's an ongoing initiative in Ireland, which commenced in 2008.

Leave No Trace Ireland applies to most public lands, coastal and inland water. This is the place to find out more about everyone's access rights and responsibilities in Ireland's outdoors. The public wanting to enjoy some fresh air in a local park, or a dog walker, hill walker, mountain biker, horse rider or kayaker, have some information on how to do it properly. Ireland's outdoors is managed by a variety of people and organisations and many of them earn their living from the land. It is everyone's responsibilities to respect each other's activities and interests in the outdoors. This member driven organisation teaches people of all ages how to enjoy the outdoors responsibly and is the most widely accepted outdoor ethics programme in Ireland. Through relevant

and targeted education, research and outreach, Leave No Trace Ireland ensures the long-term health of the natural world. In its simplest form, Leave No Trace Ireland is about making good decisions to protect the world.

A research group has been set up to enhance the organisation's objectives through research, education and memberships. The aim of the Leave No Trace Ireland Research Group is to establish and co-ordinate a continuous stream of research to provide relevant and up-to-date social and environmental knowledge to underpin the Leave No Trace message in Ireland and to provide a means to show the quality of Leave No Trace Ireland training through use of research based statistics.

Members of the research group are drawn from different backgrounds and they put all their expertise to play in helping and supporting Leave No Trace Ireland in achieving its aims. The organisation driving the initiative is a not-for-profit with charitable status.

RESOURCES NEEDED

Leave No Trace Ireland provide visual and interactive workshops to groups of all ages and abilities. The training will develop knowledge of Ireland's wildlife and biodiversity as well as understanding their role in protecting the Irish countryside. The training workshops include visual presentations, outdoor learning, interactive games and activities. The training programmes can be tailored to specific needs to incorporate diverse local heritage, biodiversity and ecology. The three levels of Leave No Trace Ireland courses are:

1. Awareness Course
2. Trainer Course
3. Advanced Trainer Course

The organisation functions by getting financed via membership fees, donations and fundraising, many activists are volunteers and corporate volunteering is encouraged.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

Growth in Leave No Trace Training Programmes - over 100,000 people reached through our educational campaign's and programmes to learn more about protecting the environment and experience the outdoors through our education and training programmes.

Marine Institute Explorer's Programme - Leave No Trace Ireland first joined forces with The Marine Institute's Explorers Programme in 2016. This programme now reaches over five hundred teachers and 15,000 primary school children in Ireland.

Outdoor Classroom Day - an international initiative led by Learning through Landscapes in the UK Ireland and globally by Project Dirt. Outdoor Classroom Day is a global campaign to celebrate and inspire outdoor learning and play. On the day, thousands of schools around the world take lessons outdoors and prioritise playtime. In 2018, over 3.5 million children worldwide took part; more than 550,000 of those were in the UK and Ireland.

2.4.2 CASE STUDY: SUSTAINABLE CONNEMARA, RURAL TOURISM BASED INITIATIVE

CASE FILE



ABSTRACT

The Connemara Programme was established in 2012 to offer locally based support and expertise to Connemara businesses and organisations in relation to sustainable tourism development. The Sustainable Connemara site is part of the services it offers in support of sustainability and its integration to all aspects of Connemara life.



COUNTRY

Ireland



PARTIES INVOLVED

Connemara Programme



FUNDING

Self-funded



CONTACT ORGANISATION

WestBIC



KEY WORDS

Rural Sustainable Tourism, Seasonality, Economic Sustainability



(Image copyrights Connemara Programme)

Connemara is a rural area located on the Atlantic Coast of Ireland. It faces and is addressing many of the same social, economic and environmental issues found in other rural areas of the EU and across the world.

Connemara has many businesses and organisations focused on encouraging and integrating economic and environmentally sustainable Attitudes, Behaviours and Practices across all sectors and activities of Connemara.

- Sustainability skills focused groups
- Cultural and Heritage societies
- Low impact tourism development schemes
- Organic food and product suppliers
- Skills preservation and development groups
- Language and Traditions preservation groups
- Produce local / Shop local campaigns
- Infrastructure Upgrade pressure groups
- Tidy Towns and Area Improvement initiatives.
- Social and Community support groups

This ongoing programme in Ireland since 2012 is focused on the support to local business in relation to the development of sustainable tourism. It has three main objectives: preserve, promote, prepare.

- **Preserve** the natural, cultural and social assets of Connemara through an appropriate mix of physical management, documentation and digitisation. Connemara has a special importance in that it is the last major stronghold of the Irish language. It also has cultural, social and economic artefacts that stretch back over 8,000 years. Their preservation is not just of local importance but are critical to maintaining the national cultural resource pool for generations to come.

- **Promote** and market Connemara and support business in sustainably exploiting and benefiting from the natural, cultural and historical resources of Connemara. Generate and recognise the support and sponsorship from Connemara businesses for local initiatives and projects focused

on artefact preservation and their productive use in the Connemara economy. Educate both visitors and Connemara residents to the nature, vulnerability and value of its natural, cultural and heritage resources.

- **Prepare** - Work with local, national and international groups and bodies to establish and maintain, up to date, Connemara based skills and resources

for the sustainable physical and digital management of Connemara's natural, cultural and heritage inheritance.

All Connemara Programme services are provided free of charge to community and non-profit organisations. Community services include free directory entries, free web sites, support of funding applications, community initiative support, promotion of community events, data and analysis, best demonstrated practice information.

RESOURCES NEEDED

Voluntary organisation, self-funded. An Open data resource covering thousands of records and graphics relating to the 50 communities in Connemara is provided. The data and the graphics can be used free of charge.

They are useful for brochures, marketing and promotional materials, student research projects, statistical analysis and presentations. The data sets are added to regularly as new sources are identified. Registered with the European open data project.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

The self-funded Connemara Programme was founded to help Connemara recover from the recession.

- Documented and codified over 45,000
- Created a stock of 85,000 up to date photographs
- Developed a reusable technical infrastructure
- Participate in planning for rural high-speed internet
- Support local development initiatives
- Assisted other rural and small towns

2.4.3 CASE STUDY: CREATION AND DEVELOPMENT OF A SUSTAINABLE TOURISTIC PRODUCT, BURGOS

CASE FILE



ABSTRACT

The province of Burgos has several loveliness villages rich in monuments, culture, history and gastronomy. The extraordinary localization, landscapes and cultural resources make Burgos one of the most visited of Spain, especially in summer.

With the idea of promoting some villages borns “4 villas de Amaya” project (Four villages of Amaya). The villages are:

- Castrojeriz: known by the Way of Saint James
- Sasamón: fertile land where Romans, Celts and other ancient civilizations left their influence
- Melgar de Fernamental: to discover the village of the rivers and channels
- Villadiego: nearby the enigmatic Peña Amaya



COUNTRY

Spain



FUNDING

Public funding from the Provincial Government of Burgos



PARTIES INVOLVED

The project is an initiative of CEEI-Burgos (that managed it) in collaboration with the Provincial Government of Burgos with the objective of tourism promotion in some specific places or areas in Burgos



KEY WORDS

Nature, Burgos, sustainable, families, tourism, travel



CONTACT ORGANISATION

CEEI Burgos



(Image copyright CEEIB)

“4 Villas de Amaya” is a tourism project along the province of Burgos, in Villadiego, Castrojeriz, Melgar de Fernamental and Sasamón. Tourists can now find all information needed to plan their own trip, what to do and what to visit in the region. But also, they can now find their accommodations and suggestions on what and where to eat to get the full local experience. One of the main goals is to promote the sustainable tourism for all ages including activities designed for everyone. The ongoing programme started in June 2010.

The project created a web site and an app for IOS and Android. This new programme was designed after a research that took

into consideration statistics from around 6.000 website users per year. This number increased up to 9.000 in 2015 and 2016 when a digital campaign to attract traffic was developed.

As a part of the project, each of the participating villages has now one interpretation centre for tourists. These centres are places designed to get to know the history, sightseeing spots, places of interest, etc in an interactive and attractive way.

Promotion is key to this project, who is now including merchandising, leaflets, contest through social media, offers in promotion events and family activities.

RESOURCES NEEDED

First, it's important to pick up information about establishments for accommodation or restaurants and doing a study about the areas and what kind of activities could be developed there.

The most important resource for launching the project is the website where tourist is going to find all the information and they can programme and design their own trip.

Additional to this website, they can find a mobile application (IOS and Android) which has the same functionality and lets the tourists carry with them all the information about the trip and search for other information anywhere. To add more value to the project and to the interpretation centers, it was necessary to have inversion of money and restorers because it implied the restauration of monuments and the purchase of technological devices to make it more interactive.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

- Encourage sustainable tourism in Burgos for everybody including kids
- Promotion of the 4 villages
- Find activities to do such as hiking or btt,
- Find monuments and museums to visit (cultural tourism)
- Find accommodations in the area
- Find restaurants in the area
- Known more about the villages through the interpretation centers
- Create a space where people can share comments or find suggestions

Before starting the programme, the number of visitors were: 12.000 in Castrojeriz, 7.748 in Melgar, 6.000 in Sasamon and 8.260 in Villadiego and afterwards, the number has increased between 15% and 20% depending on the place.

2.4.4 CASE STUDY: E-AZUL: BLUE JOBS FOR A BETTER MARITIME AND COASTAL TOURISM

CASE FILE



ABSTRACT

E-AZUL project aims to improve the capabilities and employability of workers in the companies of the maritime-coastal tourism sector in Cádiz and Murcia, in terms of improving the management of the internal and environmental processes of their activities, with final the objective of improving the protection of the maritime and coastal natural environment where they carry out their activities.



COUNTRY

Spain



PARTIES INVOLVED

CEI Bahía de Cádiz



FUNDING

EmpleaVerde Programme of
Fundación Biodiversidad



CONTACT ORGANISATION

CEEI Bahía de Cádiz



KEY WORDS

Blue jobs, tourism, Maritime, coastal, training



(Image taken from Google Images <http://www.juntadeandalucia.es/medioambiente/servtc5/ventana/mostrarFicha.do?jsessionid=99D989AAD820A0E8353838423C8F6680?idEspacio=7409&lg=EN>)

The E-AZUL Project was developed by the CEI Bahía de Cádiz within the call of the EmpleaVerde Programme of the Fundación Biodiversidad that takes advantage of the real growth opportunities offered by activities related to the environment and biodiversity. This project was developed in the Bahía de Cádiz, Spain. During January 2018 and January 2019.

The activities that were carried out inside the Project were:

1. Face-to-face training: Course on Quality and Environmental responsibility in SMEs of the maritime-coastal tourism sector.
2. Individual advisory service for the participants to implement the quality Systems in their companies.
3. Social Innovation: the development

of an Open Innovation Laboratory for companies in the sector with the organisation of working groups, networking days and wrap up sessions.

4. Dissemination of the concept of Social Innovation through 10 online training sessions.

These activities were addressed to more than 70 workers of Cádiz and Murcia. 50% of them were women and the other 50% were younger than 35 years, older than 45, immigrants, and people with disabilities. In the case of Murcia, all the actions were carried out in the 4 municipalities of Mar Menor, the biggest salted lagoon in Europe which is in risk due to pollution, and the participants and companies of the tourism sector were selected from that geographical area.

RESOURCES NEEDED

- Training materials
- Development of 10 webinars of 2 hours each
- Municipal facilities for holding social innovation activities
- Human resources both for face-to-face training and for individual advisory sessions for companies and workers.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

The main achievement of the project has been the involvement of workers in the implementation of improvements in the internal management system of their companies. Also, the participation of institutions, both regional and local administrations, in the organisation of the social innovation initiatives. And finally, the active participation of other social groups such as neighborhood associations, schools, business associations of participating areas.



2.4.5 CASE STUDY: SUSTAINABLE TOURISM IN BRANDENBURG

CASE FILE



ABSTRACT

Brandenburg has successfully positioned itself as an attractive travel destination with its rich natural and cultural landscapes in recent years. Sustainability plays an increasingly important role in tourism offers.

This cross-cutting issue therefore focuses on the interaction of the various dimensions of sustainability with the entrepreneurial responsibility of the stakeholders involved in tourism. Topics such as energy and resource efficiency, regional value chains, eco-friendly mobility solutions, long-term financial sustainability of tourism infrastructure, guest satisfaction and employee participation, and local empowerment are as important as the preservation and careful development of natural and traditional places and traditions.

A successful example of this development is the Uckermark region.



COUNTRY

Germany



PARTIES INVOLVED

Region Uckermark



FUNDING

Project funding: Federal Ministry of Education and Research (BMBF) within the framework of the funding measure KLIMZUG (INKA BB), IHK Ostbrandenburg (Development Sustainability Mission Statement)



KEY WORDS

energy and resource efficiency, regional value chains, financial sustainability, employee participation, local empowerment, preservation and careful development of natural, traditional places and traditions



CONTACT ORGANISATION

Media Deals

In the field of natural resources, as the economic potential of sustainable regional development and in order to preserve the natural and cultural landscape for future generations, actions on sustainable regional development need to be combined with the aspect of business development of tourist service providers (SMEs) by creating economically viable and competitive tourist attractions. That is why, Region Uckermark put together a cooperation partnership in the region with the following organisations: HNE Eberswalde (FH), tmu Tourism Marketing

Uckermark GmbH, tourist service providers, large protected areas & other regional tourist actors.

Numerous players worked hand in hand - from tourism and nature conservation to transport and regional energy producers. A network of climate-friendly tourism providers still cooperates closely with regional producers and small family businesses. It promotes local communities, enhances local value creation and creates prospects for sustainable economic development.



(Image taken from Google Images <https://de.wikipedia.org/wiki/Uckermark>)

An important role is played by the successful cooperation between industry and science, like the Uckermark as a partner region in the INKA BB sub-project tourism "Climate-adapted destination management in the Uckermark tourist region". In 2015, the tourist sustainability advisory board Uckermark was founded as an advisory body for the tourism association Uckermark e.V. The Advisory Board consists of 9 members representing the individual areas of natural landscape,

district administration, economy, tourist service providers, regional development, social affairs, tourism and science, and meets twice a year.

A sustainability officer was appointed who coordinates the sustainability tasks of the Destination Management Organisation and is the point of contact for partner companies and external stakeholders.

RESOURCES NEEDED

Project funding: Federal Ministry of Education and Research (BMBF) within the framework of the funding measure KLIMZUG (INKA BB), IHK Ostbrandenburg (Development Sustainability Mission Statement).

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

- Since February 2018, the Uckermark has been certified by TourCert as a sustainable destination
- Uckermark - winner of the federal competition "Sustainable Tourism Regions 2012/2013":

Uckermark is the awarded winner of the federal competition "Sustainable Tourism Regions 2012/2013", organised by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), the Federal Agency for Nature Conservation (BfN) and the German Tourism Association (DTV), which honours tourism regions that design their tourism offer in the sense of sustainable development.

2.4.6 CASE STUDY: GREENSTRATEGY-CLIMATE AND ENERGY ACTION PLAN FOR BERGEN 2016

CASE FILE



ABSTRACT

The City Government's ambition is for Bergen to become the greenest city in Norway. Bergen shall play an active role in realising the UN's sustainable development goals.

Bergen wishes to lead the way towards a sustainable planet and therefore introduces the concept of the 1.5-degree city by 2050. The goal is for the people of Bergen to limit their climate footprint in line with the UNagreement on climate change. In 2050, we will have succeeded in ensuring that the people of Bergen do not contribute more greenhouse gas emissions that the Earth can handle. Renewable energy, resource efficiency and a circular economy shall help to ensure that the city grows without causing a corresponding increase in its climate footprint.



COUNTRY

Norway



PARTIES INVOLVED

City of Bergen



FUNDING

Climate fund established by City Council



CONTACT ORGANISATION

Media Deals



KEY WORDS

sustainable leisure and business tourism, international, hospitable, sustainable, eco-certified hotels, convention centres and halls

The City of Bergen shall be a pioneering municipality in environmental friendliness, sustainable development and adaptation to climate change. Environmental considerations shall be the principle governing all activities and planning. Leading an environmentally friendly life shall be easy in Bergen. Bergen is a World Heritage City that hosts Bryggen, a UNESCO World Heritage Site and aims to reduce CO2 by 20% by 2020 and become fossil-free by 2030.

Bergen is the Gateway to the Fjords of Norway. As a UNESCO World Heritage City and a European City of Culture, the Bergen region has the ideal combination of nature, culture and exciting urban life all year around. The city wants to establish itself as a top destination for sustainable leisure and business tourism: Competitive, international, hospitable, sustainable: a city for business and pleasure.



(Image taken from Google Images <https://www.fjordnorway.com/places-to-go/bergen-and-the-region>)

The City Government will work to promote several sustainability practices like an increased use of more sustainable, efficient land-use solutions such as passive houses, plus houses, green roofs, climate-friendly ventilation systems and the use of solar energy, ensuring that public buildings are as environmentally friendly as possible. Another sustainable practice is strengthening efforts relating to the removal of toxic material in the sea and in the soil, e.g. by making use of national funding schemes and applying for state aid for major projects.

In the same list, Bergen has worked on effective public transport, some of it Eco-Lighthouse certified. A practical city card offering free access to a variety of transports, parking, attractions. Employ restrictive measures to limit car traffic: goal of a 10% reduction in car traffic by 2020. Pedestrians, cyclists, buses and light rail shall be prioritised ahead of private cars, coherent cycling lanes to be introduced in the city centre.

Planning the introduction of fossil-free areas in the city where fossil fuel vehicles

will be prohibited, and road tolls have already been differentiated to make it more expensive to drive into town during rush-hours. Encourage the use of more environmentally friendly cars; the financial advantages for electric cars, hydrogen cars and other zero-emission cars at the municipality's disposal should largely be upheld until 202. And electrifying the port and turn away ships on days when the air pollution reaches harmful levels. The work on environmentally differentiated port charges continues.

On top of the already mentioned actions, the city has nearly 20 eco-certified hotels, convention centres and halls that have increased recycling and reduced waste, disposable products, energy use and water consumption. As well as implemented the use of automatic light switches and wash basins with sensors, environmentally friendly cleaning chemicals, only changing linen and towels daily if requested

by guests and bottled tap water, no genetically modified food, Fairtrade coffee and organic breakfast and cut food waste by 20% before 2020.

Plus, an innovative waste management system sucks waste underground to a network of pipes, reducing the need for rubbish collection vehicles in the city centre. The waste is transported at high speed to a terminal on the outskirts of the city, where it's automatically sorted into predefined containers or is taken to be converted into energy, which is pumped back into the city centre and used for heating purposes. A food bank, opened in 2017, collects leftover food from grocery stores, fruit and vegetable stores, etc. and either redistributes it or passes it to local aid organisations. And, many tour operators offer environmentally friendly activities with little or no impact on local ecosystems, such as dog sledding, hiking, kayaking, bird watching and wildlife safaris.

RESOURCES NEEDED

- Achieving above listed goals requires the involvement of all parts of the city. The business sector, universities and university colleges, non-profit organisations and the people of Bergen are important players in this context.
- The City of Bergen plays the role of municipal authority, facilitator and driving force, and shall set a good example as a green enterprise.
- The Climate Section was created and tasked with coordinating the implementation of the Green Strategy.
- In 2007, the City Council decided to establish a climate fund. The climate fund was converted into a new climate, environment and energy fund in 2010. In 2015, the climate, environment and energy fund was replaced by a climate and environment fund. NOK 500,000 is allocated for the climate and environment fund in the annual budget.

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

- Bergen was in 18th place in the GDS-Index last year (joint with Aalborg) and is the only city in Europe invited to become a member of the European Climate Forum.
- 13% of Bergen's cars are electric. A third of all new cars in Bergen last year were electric cars. The city was the 'Electric Car Capital of Norway' in 2018.
- In 2013, the City of Bergen received the Urban Environment Award.
- The travel habits survey of 2013 showed that long-term strategies work, and that travel habits can be changed. In Bergen, the use of public transport has increased and the number of trips made by car decreased since 2009.
- Bergen is part of ZERO's Urban Forum. ZERO is an independent environmental foundation that works to promote zero-emission solutions.

2.4.7 CASE STUDY: LYON, 'EUROPEAN CAPITAL OF SMART TOURISM' 2019

CASE FILE



ABSTRACT

For a number of years, Greater Lyon and OnlyLyon Tourism and Conventions have worked to develop responsible tourism and a range of activities that are adapted and accessible for all, with respect for the balance and well-being of the city and its residents. With this title, the European Union rewards Lyon for its initiatives and engagement.



COUNTRY

France



PARTIES INVOLVED

City of Lyon



FUNDING

EU/Government



CONTACT ORGANISATION

Media Deals



KEY WORDS

Accessibility, Connectivity, Responsible development, Culture, Creativity and Respect for heritage



(Image copyright RossHelen, shutterstock.com)

For several years, Greater Lyon and OnlyLyon Tourism and Conventions have worked to develop responsible tourism and a range of activities that are adapted and accessible for all, with respect for the balance and well-being of the city and its residents. With this title, the European Union rewards Lyon for its initiatives and engagement with the "2Smart Destination" title. According to the European Commission, a 'smart destination' meets the following requirements:

- It deploys innovative, smart and global solutions in the area of tourism;
- It uses its territorial, social and human capital to encourage growth in its tourism industry, increase prosperity in its city and improve the quality of life of its residents;
- It provides an enriched and personalised tourism experience, by adding value to local assets, while respecting and involving local communities;

- It facilitates access to tourism products and services through new technologies, service interoperability and interconnectivity.

Lyon performed particularly well in four areas:

1. Accessibility
2. Connectivity
3. Responsible development
4. Culture, creativity and respect for heritage

Lyon's main accomplishments are related to excellent transport links with major European cities, including air, rail, road and river transport, and even cycle paths. Environmentally friendly and responsible transport is promoted in the city. This includes the Vélo'v bike rental system, car sharing, e-scooters, and the Vaporetto river shuttle. With this in mind, Greater Lyon strives to make the destination accessible for all and remove obstacles to mobility. OnlyLyon Tourism has established a partnership with the start-up Mobee Travel to highlight and promote the

accessibility for disabled people in Lyon's establishments: more than 30 hotels and restaurants have already been listed.

Plus, the LyonCityCard offers access to 23 museums, public transport, a guided tour and various discounts at a very reasonable price. The Tourist Office's websites: Lyon-France, Visiter Lyon, applications such as 'Traboules' and 'Murs Peints' (Painted Walls) make it easier to explore Lyon. With the use of the OnlyLyon Expérience, a destination CRM system that is unique in Europe, offers visitors to Lyon personalised advice on their smartphones before, during and after their stay in the city (e.g. personalised text messaging). And a strong presence on social networks and regular newsletters, information is distributed to a wide audience.

As additional achievements, "Lyon, Ville équitable et durable" quality label

encourages responsible development and consumption. More than 240 companies, businesses, artisans, venues and events are committed to the scheme and certified. The Fête des Lumières (Festival of Lights), and numerous other festivals, are committed to improving their eco-responsibility. The banks of the rivers Rhône and Saône combine spaces for leisure and walking and contribute to the greening of the city (redeveloped eco-responsible district). The Tourist Office encourages Lyon's residents to consume local. And the quality label '*Les Bouchons Lyonnais*' and 'Les Toques Blanches Lyonnaises' guarantee the authenticity, quality and sustainability of Lyon's traditional 'bouchon' restaurants and specialities. Which also gives access to exceptional heritage, while guaranteeing cleanliness and tranquillity for property owners and tenants.

RESOURCES NEEDED

- Marketing strategy
- Great social network presence
- B-to-B promotion
- Shows, workshops, receptions and event presence
- Spokespeople preparation
- Partnerships coordination

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

Winner of the

- 2019 European Capital of Smart Tourism'
- European Commission's Access City Award in 2018

The annual Festival of Lights, which attracts around three million visitors over four days, is another major reason why tourism has boomed, becoming a €1 billion-a-year industry.

2.4.7 CASE STUDY: HELSINKI IS COMMITTED TO PROMOTING SUSTAINABLE VALUES IN ALL ITS OPERATIONS

CASE FILE



ABSTRACT

Helsinki wants to promote sustainability in everything it does with the plan to be carbon neutral by the year 2035. A cornerstone of this goal is a carbon-neutral mobility system: increasing the share of cycling, walking, electric vehicles and rail traffic. The Carbon Neutral Helsinki 2035 Operational Programme contains 143 measures that will move the entire urban area towards carbon neutrality. The city will offer tourists the opportunity for sustainable tourism, energy-efficient real estate, functional public transport, clean electricity, cycling and walking. In 2017, also the tourist information officers, and tourism customer service officers were trained with the theme responsible tourism



COUNTRY

Finland



PARTIES INVOLVED

City of Helsinki



FUNDING

EU/Government



CONTACT ORGANISATION

Media Deals



KEY WORDS

Sustainable tourism, energy-efficient real estate, functional public transport, clean electricity, cycling and walking.

Helsinki works continuously to promote sustainable values in all its activities and thus will actively contribute to a sustainable society. A target reduction of 60% in climate emissions will be proposed for 2030, and

the matter will be decided upon by the City Council. The decision would also make it possible to move up the goal of carbon neutrality to 2040.



(Image taken from Google Images <https://travelmassive.com/chapters/helsinki>)

Helsinki is committed to promoting green values in all its operations and is committed to significantly reducing its climate emissions. A target reduction of 60% in climate emissions will be proposed for 2030. And promotes environmentally friendly modes of transport by either walking, biking or using public transport ranked the best in Europe (2015 BEST study of public transport). There are 1400 city bikes and 140 stations available with the plan is to increase the numbers. In addition, Helsinki's open interface and data provide free access to information concerning the city's decision making and governance, supported by offering free WLAN service for residents and travellers.

On the other hand, the Greening Events project (2012-2014), a joint venture between Helsinki, Espoo and Vantaa developed concrete ways of implementing environmental management at events in the metropolitan area, through voluntary environmental work between cities and events. The project won the first ever GDS Innovation Award in 2016. Now EcoCompass and EcoCompass Event certifications are widely offered to venues and events in the Helsinki area.

In the city, more than 75% of hotels rooms and all major congress centres in Helsinki have an active 3rd party sustainable certification: environmentally friendly

materials are widely used, catering firms favour local, organic and vegetarian food, event organisers are encouraged to serve tap water to participants instead of bottled water, event organisers are provided advice and help on how to handle environmental issues like: traffic, materials, energy, water,

food & drink, noise, soil erosion, waste water and waste management, participants in major events and congresses can use public transport free of charge, and additional visibility is given to those who run their events well.

RESOURCES NEEDED

- Alternative transportation
- E-governance
- Partnership coordination
- Sustainable certification processes

ACHIEVEMENTS TO DATE - 30 AUGUST 2019

- “Towards Sustainable EU Cities” ranks Helsinki among the 5 top-scoring cities: 2nd safest city and the 10th most liveable city in the world. It also strongly promotes transparency and open democracy.
- GLOBAL DESTINATION SUSTAINABILITY INDEX 2019: Helsinki ranked in joint-fifth place with the Swedish city of Uppsala as 5th most sustainable tourist destination on Earth.
- Helsinki uses smart apps to combat food waste:
 - Online service ResQ Club is used by ~200 restaurants around Finland (~50% in the Helsinki region) who now sell their leftovers at discount rates (no more dumping). > 125,000 meals have been ResQ'd from over 400 restaurants since January 2016 = 40,000 kilograms of food saved = equivalent of CO2 emissions from driving 5,000,000 kilometres! <https://www.resq-club.com/>
- World Design Capital for the year 2012.
- 2014 City of Design status (Creative Cities Network, UNESCO).



SUMMARY OF BEST PRACTICES

The selected case studies showed outstanding results in their fields of development and in relation to the tourism sector. Their achievements showed that not only traditional tourism schemes are changing, but that travellers are willing to take their own values and interests into consideration whenever they are picking their next destination.

As a result of the case study development and analysis, apart from the two categories identified, there are four parameters that can be considered as best practices for the tourism industry. More than one case could be linked to a specific parameter, and all the parameters are connected to the development of sustainable practices within the tourism sector.

3.1 Create Solutions

The first identified parameter is the importance of problem solving through projects, programmes and companies created to address a specific issue. Tourism has multiple offerings for different kinds of audience, the most progress driven way to address those interests is by developing products, services and experiences.

Starting from the basics of understanding the ideation and business modelling, which is what the TourismX programme in Denmark helps on first. And then moving to developing prototypes that can be tested and validated.

The next step after validation is getting your audience to buy your product and service such as Capsule Skateboards,

Wantrek, B2Book and Toratora did in the past. These companies have products that both change the schemes in tourism and sustainability. However, it is important to highlight that other solutions could be developed, such as attractions made with experience technologies, like Immersive SRL and King of the Vikings that use Virtual reality to tell stories that attract tourists and locals.

The variety of solutions is as wide as the different problems faced in the field. For the purpose of these case studies, seven of them were selected as examples of what could be done. But the opportunities are countless.

3.2 Redefine Habits

The second parameter that has been identified in this process is regarding the efforts that need to be made in redefining and restructuring life habits such as transportation, waste management, water and resource economy, etc. Tourism has many benefits for locals, cities and even countries. However, its environmental impact can sometimes be not so beneficial, depending on the means and activities linked to tourism.

In this sense, local efforts such as 4 Villas de Amaya, E-Azul and Sustainable Connemara are one of the first steps that can be made to start changing those habits. For these habits to have a greater impact, they need to be promoted by organisations like the Leave no Trace initiative that went national. And also, by city governments and municipalities, such as the cases of Lyon, Helsinki and Bergen; and the same

goes with regional governments such as the Uckermark case.

However, it does not only have to be developed through political or collective not-for-profit efforts. Citizens with an interest to make profit can use these trends to create solutions that could change interactions, processes and more. This is the case of B2Book, that is redefining one of the most traditional tourism activities: travel agencies bookings.

The redefinition of habits does not need to be revolutionary, it needs to mean something, have a positive impact in an activity or add value to the sustainability part of the tourism.

3.3 Framework and Guidelines

One of the common denominators in these case studies are the creation of frameworks and guidelines for the future implementation and replicability of efforts that certain regions, countries and cities have worked on for their own sustainable tourism development.

These processes often put found in project reports, publications and presentations, showcase the many ways on what path to follow for achieving sustainability as a sector, as a destination or as a region. In that sense, Tourism X in Denmark has been working on gathering the best practices to develop a business in tourism. In 4 Villas de Amaya, Sustainable Connemara and E-Azul the programme implemented had the interest of having a local impact be replicable for other localities.

In a broader scope, Uckermark as a region set goals and actions to be followed to achieve the sustainable destination category. And in an even broader attempt, Leave no Trace in Ireland set some ground rules for the public to follow.

All these frameworks and guidelines have been put together for their utility. Good practices should be followed and implemented as good actions.

3.4 Promote Values

Very much in line with the habits, the final parameter is linked to education, ethics and progress. The promotion of sustainable values in everyday activities can be exhibited in receiving a green certification, a carbon neutral stamp or low-emissions check. These practices could be enough to start shifting mindsets to promote greener practices and more sustainable decisions.

That is why, cases like Capsule Skateboards, that face everyone with a decision to choose the greener version of a product, in

this case skateboards, will have an impact not only on those people who choose, but also on the ones that surround them. The promotion of values has an impact on the ones that implement them and on the ones that are influenced by them.

In a local level, 4 Villas de Amaya, E-Azul and Sustainable Connemara promote these values in their towns and small cities. Since the direct impact is on the neighbourhood and it is easier to see, this could have a more effective public acceptance. However, bigger cities such as Helsinki, Lyon and Bergen have other ways on promoting sustainable values among their inhabitants. With laws, incentives and programmes sustainable tourism can be achieved in these destinations as a collective effort.

Finally, in regional and national, 'Leave no Trace' and Uckermark's efforts can be highlighted as promotion of values for all audiences. This promotion of good actions as part of an educational process.



RECOMMENDATIONS

In addition to the analysis above, there are several recommendations for the appropriation of the best practices that were identified from the case studies and are important to mention and discuss again. These recommendations will be determinant to the development of the projects that will be part of CAST.

4.1 Recommendations on implementing sustainability practices

- Authentic sustainability represents an integrative and tangible quality and distinction criterion in tourism competition.
- Brands and event attendees are increasingly demanding greater social responsibility and environmental performance from destinations and their suppliers.
- Tourism should actively contribute to the protection of the environment and conservation of natural resources. Measures for climate protection as a central concern especially include the use of renewable energies and sustainable, innovative mobility solutions.
- Tourism in nature must go hand in hand with consistent conservation. In order to ensure the preservation of biodiversity in a region, nature tourism offers should be developed in coordination between nature conservation and tourism stakeholders as well as target group-specific environmental education offers.

- Award certifications such as EcoCompass and EcoCompass Event
- Incorporation of sustainability principles in outdoor activities, corporate and community engagement, development of sustainability mindset and applicability to strategic development of SMEs.
- Offer different travel solutions for every type of user. The idea is to avoid the mass tourism routes and propose an experience where the customer is able to get to know the destination through contact with locals.

4.2 Recommendations on Pairing Sustainability with Competitiveness

- There are destinations who are using sustainability to drive economic development, accelerate innovation, build brand value, enhance competitive positioning and respond to client demand.
- Destinations will increase their competitiveness by:
 1. Catalysing collaboration to drive sustainable development of their events industry.
 2. Accelerating innovation.
 3. Responding to client demand for more sustainable products and services.
 4. Building and promoting their brand reputation.
- The contribution of tourism to the economic value creation in a region should be further developed, above all by an intensification of the cross-relations to regional producers.
- Increasing the attractiveness of jobs in tourism helps to address the skills shortage in the region.
- Use of creative technologies (VR/AR/animation) in enhancing the tourism product, creating new experiences, harnessing of culture and heritage in novel ways.
- The main value is related to the framework as a product of the entire project. The goal is to define it so it can be replicable once more, and when that is done, it could be replicated everywhere with the specifics of each region and/or country.

4.3 Recommendations on follow by example

- Smart destinations with strong, quality-of-life increasing sustainability programmes become attractive to visitors, event organisers and inhabitants alike.
- Efficient management structures, which include a meaningful division of tasks and

the bundling of capacities, are a central requirement of sustainable tourism.

- Learnings can come from the Global Destination Sustainability Index winners this year:
 1. the Swedish city of Gothenburg,
 2. followed by Copenhagen,
 3. Reykjavik,
 4. Oslo,
 5. and Finnish city of Espoo ranked joint-tenth, alongside Brussels.



DATA COLLECTION TOOL

| CONTACT INFORMATION | |
|--|--|
| Name | |
| Email | |
| Telephone | |
| ORGANISATION | |
| Name | |
| Country | |
| Region | |
| City | |
| CASE STUDY GENERAL INFORMATION | |
| Title of the case study | |
| DETAILED DESCRIPTION | |
| Short summary of the case study | <i>(100 words max.) An abstract of the case study.</i> |
| Detailed information on the case study | <i>(400 words max.) Describe the case following these questions:</i> <i>Who?</i> <i>What?</i> <i>Why?</i> <i>Where?</i> <i>When?</i> <i>How?</i> |
| Resources needed | <i>(200 words max.) List the resources needed for the development of the programme/project/experience</i> |
| Timescale (start/end date) | <i>Start and end dates.</i> |

| | |
|--|---|
| Evidence of success (results achieved) | <i>(100 words max.) List the main goals achieved by this case.</i> |
| Challenges encountered (optional) | <i>(200 words max.) Challenges encountered/lessons learned during the implementation of the practice.</i> |
| Potential for learning or transfer | <i>(200 words max.) How can this be transferred to other countries?</i> |
| Keywords related to your practice | <i>(5 words min.) Select at least 5 keywords that describe the case.</i> |
| Upload image | <i>[2000px wide recommended] Attach the file, do not insert on Word.</i> |



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CREATIVE ACCELERATORS
FOR SUSTAINABLE TOURISM