

# NEWSLETTER

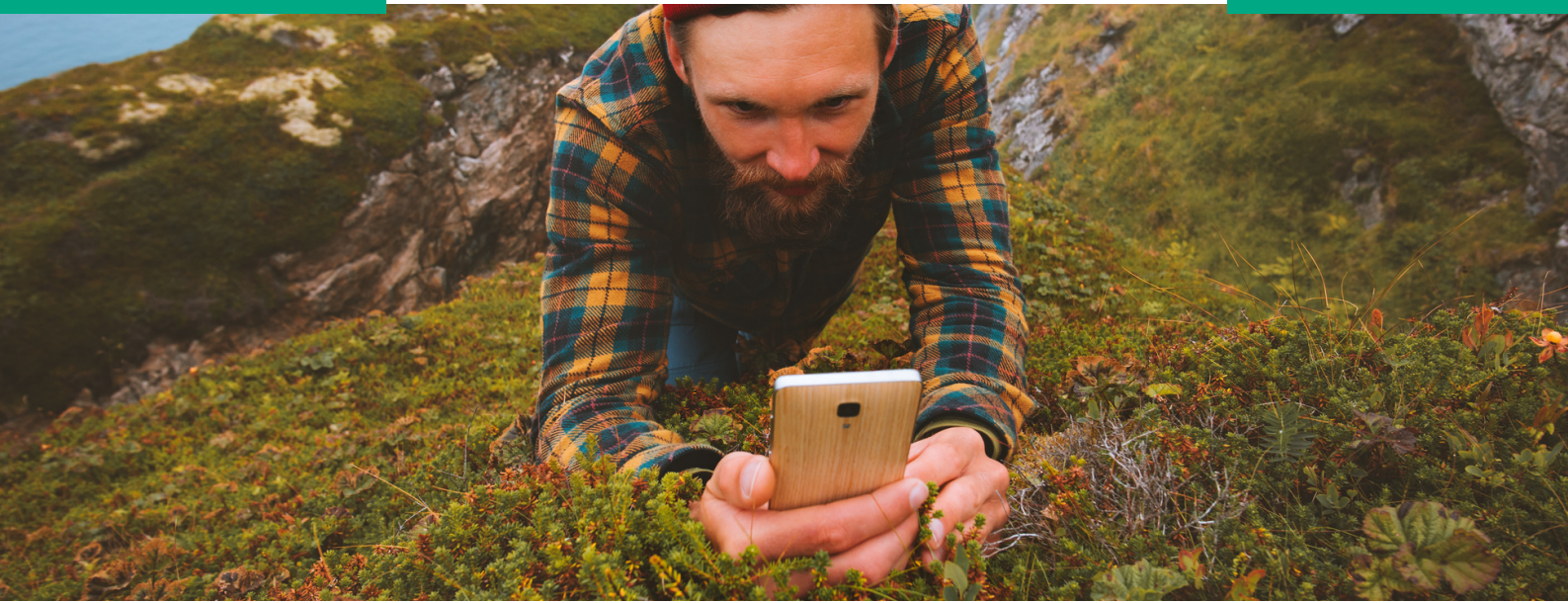
**Interreg  
Europe**



Co-funded by  
the European Union

**TOURBO**

**Boosting the transition pathway of MSMEs in tourism with green and digital transformation**



## CONTENT

**CALL FOR EXPERTS!  
TOURBO PILOT  
ACTIONS LAUNCHING**



**READ MORE**

Marche region in Italy and North Aegean region in Greece are the two regions in the TOURBO project to carry out a Pilot Action. Pilots are kicking off, and Europe-wide call for experts is now open!



**READ MORE**

An essential part of TOURBO project is the identification and sharing of good practices from all the regions, for all the regions. First set of good practices are now available on TOURBO website,

**FIRST BATCH OF GOOD  
PRACTICES PUBLISHED  
ON TOURBO SITE**

**FIRST PEER REVIEW  
MEETING IN CROATIA**



**READ MORE**

TOURBO partners and stakeholders met in Koprivnica-Križevci in 9.-10.11.2023 and had the chance to hear and discuss the good practices from other regions.



**READ MORE**

What is TOURBO, and what is happening with the stakeholders? Find out more about our project, and about what is coming up next. Also you can follow and stay up to date through our multiple social media outlets.

**ABOUT TOURBO, THE  
STAKEHOLDERS AND  
WHAT'S NEXT?**

# CALL FOR EXPERTS! TOURBO PILOT ACTIONS LAUNCHING

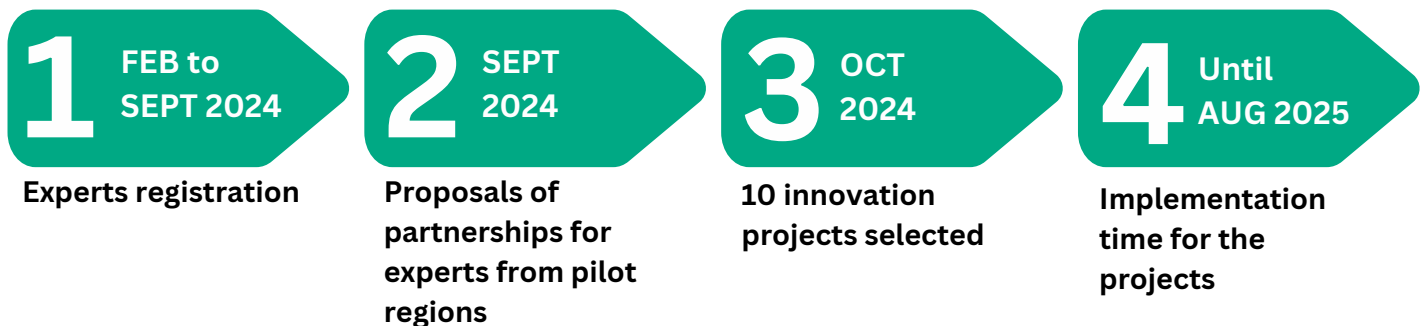
By Sari Nisula



Are you or your organisation an expert in the field of innovation for **sustainability, digitisation and energy transition** in the context of tourism? SVEM - the Regional Development Agency of Marche Region and Eloris - the Company for Research, Education, Innovation and Development of the North Aegean Region are creating an international list of professionals for their pilot actions in TOURBO project.

Call for "Knowledge Providers" is open for individuals and public/private companies/entities, and the selected experts will support a pool of tourism MSMEs in Italy and Greece in innovation projects providing consultancy for the introduction of innovative ideas and practices to foster green and digital solutions in their business. Selected MSMEs are awarded with a voucher of 8000 € to finance the service of the experts.

## The process in nutshell



[Check out Marche web site for more information!](#) >>>

## PILOT ACTIONS?

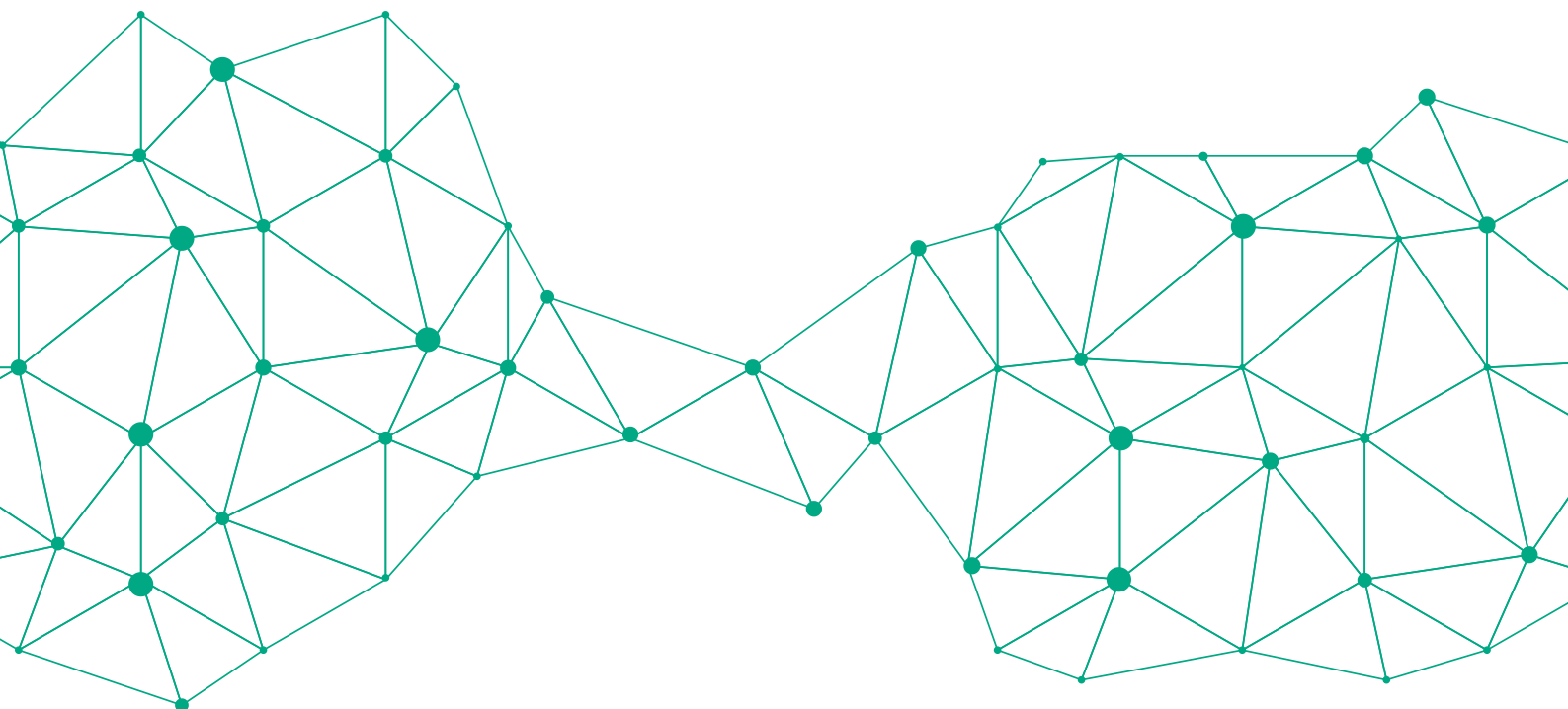
Interreg Europe program is all about exchanging experiences and knowledge between regions. Pilot Actions add more activity-bases flavor to interregional co-operation, and their purpose is to test a new approach to public intervention.



# FIRST BATCH OF GOOD PRACTICES PUBLISHED ON TOURBO SITE



Identifying good practices is the cornerstone of an Interreg Europe project. In TOURBO, the aim is to find good practices that support the MSMEs in the twin transition of tourism industry. TOURBO aims to identify 24 good practices during the project, and share them with everyone for policy development.



The aim of the good practices of the TOURBO project is to improve the sustainability of the tourism industry with the help of digitalisation in a way, that is accessible and possible for the MSMEs in tourism. In other words, TOURBO is especially interested in good practices, that help the MSMEs improve their operations and sustainability utilising the possibilities offered by digitalisation. Partners suggest practices from their region, share and discuss them together with other regions, and finally an external expert evaluates the suggested practices before they are published.

Now the first batch of nine good practices has been published on the TOURBO website. They range from digital tools to ways of working together.

**Check them out!** >>>

## HUNGRY FOR MORE GOOD PRACTICES?

[Interreg Europe Policy Learning Platform](#) might be for you! It offers information for the policy making community on a variety of topics via thematic publications, online and onsite events, and direct communication with a team of experts.

# FIRST PEER REVIEW MEETING IN CROATIA



On November 9th 2024, TOURBO project partners from all 8 partner organisations gathered for the first time to peer-review the freshly identified good practices in Koprivnica-Križevci region in Croatia.



TOURBO partners in all regions have mapped what is already done in regards to boosting sustainability and digitalisation of tourism sector in their regions, in other words identifying good practices. In this two-day event the first round of nine good practices from seven of project countries were presented to the partners and stakeholders. Also the upcoming **pilot actions** were presented and discussed with the partners. On the second day these themes were elaborated in a discussion panel on the topic of “Branding of regional tourism as part of the green and digital transition”.

In addition to the well facilitated discussions about how the presented good practices can inspire policy making and improve the competitiveness of MSMEs in different regions, TOURBO partners and stakeholders had the opportunity to enjoy the hospitality of our Croatian partners and experience and discuss the regional examples of tourism, like the Visitor Center “Đurđevac sands” with a tour of the Old Town Đurđevac, and on the second day the 25th Craft and Economic Fair in Križevci.



Photo above: Peer-reviewing good practices  
Photo credit: Camara Sevilla

Photo below: Film in the Visitor Center Đurđevac sands  
Photo credit: PORA Regional Development Agency of Koprivnica Križevci County



Photo on the side: Exhibition in Visitor Center Đurđevac sands  
Photo credit: Lapland UAS

# ABOUT TOURBO, THE STAKEHOLDERS AND WHAT'S NEXT?

## ➤➤➤ TOURBO IN SHORT

TOURBO offers an innovative approach to a crucial priority for the EU: Enabling Public Authorities and MSMEs to develop TWIN TRANSITION Strategies to stimulate economic development of the regions.

For more info and links to our social media channels, check the [last page](#) of our newsletter, or take a look at the [TOURBO project video!](#)

## ➤➤➤ TOURBO AND STAKEHOLDERS

Collaboration with stakeholders is in the heart of TOURBO. Partners and stakeholders meet regularly in every region to discuss their needs and observations in regards to twin transition, as well as the potential good practices from the region. And vice versa, the stakeholders meetings are also a way to bring news home from the TOURBO project to the stakeholders, about the good practices, the Pilot Actions, and new information on the topic of the twin transition in tourism. TOURBO is a network, and as such, we welcome the the tourism sector to engage in our activities to improve the competitiveness of the industry.

News about the stakeholder meetings can be found on [TOURBO website](#).

## ➤➤➤ WHAT'S NEXT?

TOURBO arranges the first Interregional Workshop in Lapland, Finland from 9th to 11th of April. After that, the second Interregional Peer Review meeting will be organized in Italy in the autumn focusing on "Innovative green transition and highly practical digital transformation" for MSMEs. Also the second Interregional Workshop will be hosted later in Greece.

[Pilot Actions](#) are now open for the registration of the knowledge providers. Spread the word and follow our channels for more information!

# PROJECT TOURBO INFORMATION

## >>> PROJECT SUMMARY

TOURBO offers an innovative approach to a crucial priority for the EU: Enabling Public Authorities and MSMEs to develop TWIN TRANSITION Strategies to stimulate economic development of the regions. The Covid-19 pandemic, the war in Ukraine, as well as digitalisation and climate change, have highlighted the importance of government resilience in the face of unexpected shocks and stresses. And they have also demonstrated the transformative role of digital technologies in helping the public and private sectors solve urgent challenges and remain resilient during a crisis. Small and medium-sized enterprises are crucial to the EU economy: they account for more than 99% of European businesses and provide two-thirds of private sector jobs. The twin transition will strengthen sustainability through technology and enable a sustainable digital transformation for European tourism MSMEs.

This project will identify and share innovative and best practices to improve the transition to "Industry 4.0" in tourism-related MSMEs (such as small accommodation operators, restaurants, small local craft businesses, small tourism service providers, etc.). The use of digital approaches and new technology solutions can help accelerate European sustainability policies while creating more responsive, intelligent and inclusive local and regional governance strategies.

TOURBO will create a sustainable and progressive framework for the integration of a resilient tourism sector into local and regional policies, especially with the aim of the transition pathway of MSMEs by a quadruple-helix approach for a smart-green transformation.

8 partners will:

- \* Analyse and exchange how interregional collaboration helps to foster the regional transition pathway
- \* Develop innovative SMART-GREEN-METHODS in tourism-related MSMEs.
- \* Build the capacity of tourism-related MSMEs to become more resource efficient
- \* Build the capacity of all relevant public authorities on how to incorporate TWIN TRANSITION Strategies



This logo represents projects working in research and innovation capacities, digitisation, smart specialisation (S3), industry and entrepreneurship, and digital connectivity.

## A few numbers



1,929,669 €  
budget



01 Mar 2023-  
31 May 2027



8 partners

OUR SOCIAL MEDIA:

