

CCI4TOURISM - Project N. 1124

INTERREG V-B Adriatic-Ionian ADRION Programme 2014-2020

Second call for Proposals - Priority Axis 2: Sustainable region

*Pilot Actions (small-scale investments
and demonstration projects)*

Project Details

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INTRODUCTION

Under the Project: Strengthen entrepreneurial skills of Cultural and Creative Industries for the valorisation of cultural heritage and the development of sustainable tourism models in the Adriatic-Ionian regions - Acronym: CCI4Tourism, 2 pilot actions about 1) financial schemes to foster cooperation between CCI and tourism and 2) cross-fertilization/hybridization of companies belonging to different sectors that may jointly realize innovative products/services for the cultural tourism, were implemented.

The voucher schemes under Pilot Action 1 aimed to build links between enterprises from the creative and from the tourism sector, by supporting small and medium-sized tourism businesses to boost innovative business models, create a transforming branding and gain competitive advantage, while at the same time strengthen the tourist ecosystem and the added value. Pilot Action 1 was implemented by 2 project partners: Business and Cultural Development - KEPA from Greece & European Affairs Fund of AP Vojvodina - FEP from Serbia.

Pilot Action 2 aimed to exploit the innovative potential embedded in CCI actors for the benefit of new products/services for the tourism market based on creativity and on a renewed vision of the cultural heritage assets. The activity addresses CCI and tourism operators with the aims of encouraging cross-fertilization and hybridization of companies belonging to different sectors that may jointly realize highly innovative products/services. Pilot Action 2 was implemented by 4 partners: Zadar County Rural Development Agency (AGRRA) from Croatia, RDA Green Karst and Development Agency Sora (RAS) from Slovenia & and City Development Agency Banja Luka - CIDEA from Bosnia Herzegovina.

All the above-mentioned partner organisations have followed a joint methodological framework for each one of the Pilot Actions. Upon the completion of the pilots, every partner assessed the process both internally (self-evaluation) and externally (by end-users/beneficiaries) using the same evaluation tools (questionnaires, follow-up meetings, templates).

Moreover, the CCI4TOURISM project partners that were engaged in the same type of pilot actions (Pilot Action1: KEPA & FEP; Pilot Action2: AGRRA, RDA Green Karst, RAS & CIDEA) compared their experience during and at the end of the pilot actions. For this reason, 2 restricted PP meetings for peer review took place online on 13/10/2022 for "Pilot Action 1: vouchers to foster cooperation between CCI and tourism industry" and physically and online on September 26th and 27th, 2022 for "Pilot Action 2: hybridization of CCI and tourism traditional actors".

The present document provides a compilation of 2 project deliverables related to the Pilot Actions:

1. DT3.2.4 & DT3.3.4_Report of the Pilot Action results
2. DT3.4.2_Peer Reviews of the Pilot Actions - report

More specifically, it starts with the scope and the methodological approach for each Pilot Action, followed by the description of the pilot activities in each partner territory and the results of self and external evaluation. At the end, a comparative analysis is given.

The Pilot actions demonstrate on small scale the feasibility, effectiveness and replicability of two fundamental items included in the transnational action plan. The results shall be appraised at consortium level and included in the review of the action plan.

A. PILOT ACTION 1: VOUCHERS TO FOSTER COOPERATION BETWEEN CCI AND TOURISM INDUSTRY

A.1_Scope and methodological approach

A.1.1 Rationale

The vouchers aim to build links between enterprises from the creative (i.e audiovisual, advertising, gaming etc.) and the tourism sector. The ultimate goal is to support small and medium-sized tourism businesses to boost innovative business models, create a transforming branding and gain competitive advantage, while at the same time strengthen the tourist ecosystem and added value.

The structure of the voucher scheme concerns the cooperation of a CCI enterprise with a tourism enterprise into creatively elaborating a project that could operate as a paradigm for the fruitful inclusion of the CCIs in the tourism sector and the justification of the CCI's added value. In this regard, the partner (KEPA/FEP) responsible for the launching of the voucher scheme had to split the process in 2 stages; the preparatory stage and the implementation stage.

While structuring the voucher scheme, the experience of KEPA in the management of similar funds and the good practices of other organizations that have implemented similar schemes under the same programme, had been taken into consideration.

A.1.2 Methodological framework

The first stage concerns the creation of a registry with the list of the CCIs that can offer products or services addressed to traditional tourism enterprises, based on the total cost of the voucher. In other words, the CCIs will be invited to fill in an application form, in which they will state, among others, what they can offer for a maximum of 5.000,00€ or 3.000,00€, depending on each partner's available budget.

Following that, during the second stage the organisation will have to launch a call for tourism enterprises to apply. The tourism enterprises will have to submit a cooperation scheme, meaning they will have to choose among the available CCIs, select/define the service or product they need and justify how this would benefit not only the company, but also the tourism sector in general. The scheme will be consisted of 2 partners with exclusive roles; the CCI to be the supplier and the tourism enterprise to be the receiver.

Then follows the selection of the schemes to be funded. The fund will be allocated per scheme, but it will be given to the CCI as a payment for their service. The benefit of the tourism enterprise will be the purchase of a product or service without directly paying for it.

1st stage: Request for 'Suppliers' Register' Interest, open to CCI companies

As mentioned above, the suppliers will be the CCIs, which will also be the one strand of the cooperation link that the voucher scheme will support. As such, they should be identified and registered, in order to facilitate the connection with the tourism enterprises.

At this stage we need to identify the specific activity codes (NACE), under which the eligible CCIs should be activated, as the basic criterion for their inclusion in the call's registry. Each partner would have to conduct brief research on the national coding system and select the general categories (up to 2nd degree of coding specialization) that will be included in the call for CCIs.

The partner will then create the registry (i.e. the data base or the online form), preferably online, for the CCIs to directly register themselves.

The next step includes the elaboration of a call targeted at collecting CCIs for the registry. The CCIs will apply through the above-mentioned registry. The call will be open for approximately a month, with respect to time available in this project for the pilot action. When this process is replicated, an organisation may allow for a longer application period, based on the activation of the local ecosystem. Additionally, the call will be promoted in all channels related to the CCIs' ecosystem. The partner/organisation will conduct a basic evaluation, in order to make sure that the applications to be published have followed the rules and restrictions of the call.

2nd stage: Developing the call's content and specifications

During the period that the CCI call is open, the partner will have to start with the elaboration of the call for the submission of the proposed schemes for funding. The first and most important phase concerns the definition of the eligibility criteria and eligible costs that will be funded under the specific voucher scheme. The evaluation procedure, along with the various templates (i.e. of the contracts) will have to be part of this call. Finally, a section with guidelines on how the scheme will be implemented (deliverables, verification), on the cash-flow and on the timeline should also be included.

3rd stage: Launching of the call

The application process should be clear and easy for interesting enterprises to follow. Considering the circumstances and applying an environmental process, the online application is more suitable in this case. The launching of the call will be supported by wider publicity and promotion, online and physical, with respect to the conditions and restrictions related to COVID. The call should be open for at least one month, according to the complexity of the application process (application form, supporting documents, etc.) and the time available from the part of the organization running it. While the call is open, staff members will have to support the applicants by providing with official replies in their questions and by publishing a list of them for all those interested.

4th stage: Evaluation Committee

At the stage of the call preparation, the organisation in charge of the voucher scheme must have defined and set up the Evaluation Committee. This committee will be responsible for the evaluation of the scheme applications in terms of both eligibility and quality criteria. This committee will also guide the staff allocated with the support of the applicants on questions related to the criteria, where applicable. The final list of approved schemes will be published and the respective participants/ applicants will be informed accordingly.

5th stage: Implementation and monitoring

The final stage of the voucher scheme, thus the pilot action, concerns the actual implementation of the schemes selected for funding and includes the provision of a process for monitoring their final deliverables and results. A set of indicators should be defined, along with an evaluation questionnaire on the experience of the beneficiaries.

One part of the monitoring process will target at verifying the deliverables, in order for the payment to take place. It is important to consult the national verification authority or respective experts (in the case of non-centralised procedure), in order to make sure that the funds are allocated properly and that no further problem would arise during the organisation's verification of expenditures process. The other part will be focused on the general impact of the scheme on the objective of linking the two sectors towards the achievement of sustainable tourism development.

6th stage: Evaluation of pilot action

Within the project activities, the evaluation of the pilot action and the combination of the results among the 2 partners implementing it will be prepared and finalized respectively (Deliverable T3.2.4). The process will include the distribution of questionnaires to those involved in the voucher scheme, supported by the internal evaluation of the partners, on how it was implemented, the challenges and problems faces and any other important aspect that will contribute to the improvement of the scheme.

Table of Activities

Action	Step	Target Group
1st: Request for 'Suppliers' Register' Interest, open to CCI companies	a. Identification of Suppliers' NACE	CCI Sector: Creative industries
	b. Creating the digital 'Suppliers' Registry'	
	c. Invitation Publicity (newsletter, direct mails, website, social media)	
	d. Providing Information regarding the invitation to the interested parties (if it is needed)	
	e. Completion of Registration	
2nd: Developing the Call content Specifications.	a. Eligibility Criteria. Identification of beneficiaries [NACE], terms, and conditions of participation. Eligible area.	Tourism & CCI businesses
	b. Eligible Costs. Eligible activities for a voucher project	
	c. Evaluation Procedure - Evaluation Criteria	



	<p>d. Contract standards: I. CCI4Tourism with beneficiaries, II. cooperation agreement: Beneficiary (Tourism company) with CCI company</p> <p>e. Implementation procedure (time schedule, method of payments, verifications - certifications, Payment and Required documents)</p>	
3rd: Launching the Call	<p>a. Creating the digital Application Form</p> <p>b. Call Publicity (newsletter, website, social media)</p> <p>c. Providing Information regarding the call to the interested parties / matching parties if it is needed</p> <p>d. Submission of proposals (funding applications)</p>	Tourism & CCI businesses
4th: Proposal Evaluation Process	<p>a. Setting up the evaluation and monitoring team (committee)</p> <p>b. Proposal Evaluation. Approval Decision.</p> <p>c. Results Announcement. Contracts (CCI with the beneficiaries)</p>	- Tourism & CCI businesses
5th: Implementation-Monitoring of the Projects	<p>a. Voucher Completion - Submission of supporting documents</p> <p>b. Evaluation of (i) deliverables, if they are in accordance with the contractual obligations (ii) supporting documents (invoices) (iii) legal documents</p> <p>c. Final payment.</p>	Tourism & CCI businesses CCI businesses
6th: Evaluation of pilot action	<p>a. Distribution of questionnaires</p> <p>b. Elaboration of responses and preparation of report</p> <p>c. Peer reviews</p>	Tourism & CCI businesses

A.2_IMPLEMENTATION OF PP4-KEPA'S PILOT ACTION

A2.1 Methodology followed

KEPA implemented “Pilot Action 1: vouchers to foster cooperation between CCI and tourism industry”, by issuing vouchers to small innovation projects proposed and implemented by tourism SMEs in collaboration with Creative Industry companies that had been registered in the 'Cultural and Creative Industry Providers Register' of KEPA.

The five (5) CCI Vouchers of up to 5.000€ each, aimed at helping tourism businesses gain a competitive advantage and, at the same time, at giving an added value to the ecosystem of the tourism sector and an identity to the region.

KEPA performed the Pilot Action in Greece for granting vouchers to cooperation schemes consisting of tourism companies and CCI providers, following the implementation guidelines, as defined under the joint methodological framework within CI4TOURISM project.

The first step was to announce the Call for Expression of Interest for all interested Greek Creative and Cultural Industry SMEs to be included in the ‘Suppliers of Cultural and Creative Services Register’. The Call remained open for 2,5 months (02.03-15.05.2022) and 16 out of the 18 applications received were deemed eligible to enter the registry.

Then, the Call for Expression of Interest on Innovation Projects was launched and remained open for a month (11.04-16.05.2022), inviting Greek Very Small, Small and Medium sized Enterprises of the tourism sector to submit proposals for innovative projects, which they would implement by taking advantage of Cultural and Creative Industry Vouchers (CCI), in collaboration with a CCI registered to the previously mentioned “Register of CCI Suppliers”.

Both Calls were promoted in KEPA's website and social media (Facebook and LinkedIn), as well as through the communication channels of business associations, such as the Federation of Industries of Greece (SVE), the Greek Exporters association (SEVE) and Thessaloniki Chamber of Commerce and Industry (TCCI).

5 out of 7 cooperative schemes of CCI Providers & Tourism Companies, fulfilled the requirements of the call and were selected to implement their innovative projects. The evaluation of the applications was carried out by an appointed Evaluation Committee, which also handled the objections.

Upon the announcement of the evaluation results (email to selected schemes and post on KEPA's website on 21.06.2022), the tripartite agreements between the voucher awarding body (KEPA), the beneficiary (tourism company) and the CCI provider, were signed, following the specified administrative procedure.

The provided services were completed by 31.08.2022 and on 16.09.2022 the schemes submitted their deliverables to KEPA. After the qualitative and quantitative evaluation and approval of the deliverables, the payment of the voucher was executed.

On 19/10/2022, KEPA project team members held the online follow-up evaluation meeting with the voucher beneficiaries (tourism companies and CCIs), which followed the online evaluation questionnaire by the end-users.

A2.2 Outcomes of the pilot activity

List of companies selected for the Pilot Action

	PROTOCOL NUMBER	TOURISM COMPANY	CCI PROVIDER	VOUCHER
1	14/03-05-2022	PelionScout	HOMO LUDENS PRODUCTION	5.000,00€
2	13/29-04-2022	SPORADES DIVING	EnaliaTec	5.000,00€
3	16/03-05-2022	dot2dot	Infinity Greece	4.600,00€
4	12/29-04-2022	ILIOLOUSTA	SOFTITRON	5.000,00€
5	18/09-05-2022	STARRY LAND	Le plus petit chef	4.800,00€

1. PelionScout & NANOUDIS I. SIDERIS



The central goal of the campaign "East Pelion: Greek Exotica" is the international promotion of Northeastern Pelion as an ideal alternative tourism destination. Placing mild and alternative tourism at the heart of the sustainable tourism development of the region, PelionScout (a travel agency that offers activities, tours and experiences through which the visitor of Pelion can enjoy its most remote, uncharted and unexplored parts) wanted to inspire both visitors and the local community to embrace this type of travel, which actively

protects the natural and cultural wealth of Pelion. With the CCI4TOURISM voucher & in collaboration with the CCI Provider Mr. Sideris Nanoudis (Homo Ludens Productions), PelionScout collected audiovisual content that depicts this wealth and will be used in its coming campaign.

The primary goal of the campaign is the promotion of the Northeast, less developed touristic part of Pelion, which combines in a unique way a wild vegetation with a long idyllic coastline. At the same time, it wishes to show the way towards a sustainable touristic development of the region, which is centered around the protection and preservation of the natural environment of this special destination of mainland Greece.

Links:

- PELION SECRETS: Video 360°: [here](#)
- PROMOTIONAL VIDEOS: [here](#)
- SHORT FILM: [here](#)

2. SPORADES DIVING & EnaliaTec



The project concerns the development of a tourist/alternative Augmented Reality (AR) Leaflet, accompanied by a mobile application, for the promotion of the diving services provided by Skopelos Dive Center PC. The brochure also contributes to the promotion of Underwater Cultural and Natural Heritage, which is not widely accessible to the public.

By “Augmented Reality Leaflet” we refer to a printed leaflet that “comes to life” with the use of an application-software for mobile devices (i.e., an AR application). Through the application, digital content such as text, 3D models and video, enhances the user’s real environment.

The AR Leaflet was printed in 500 copies in English and Greek and is accompanied by the mobile application available for free download on Google Play and App Store. The AR Leaflet includes points of diving interest in Skopelos and Alonnisos, relevant informational and digital material, as well as underwater videos, photos of wrecks through the application. In addition, the most impressive feature included in the leaflet is the 3D model of the modern wreck “Christophoros” in Skopelos, which has already been developed (as result of the project See the Sea - Interreg 4helix Programme).

The CCI provider also provided the digital design files of the printed version, in both Greek and English, for printing additional Leaflets in the future.

It is worth mentioning that the mobile application linked to the printed leaflet is dynamic and the interactive augmented content may be enhanced or changed in the future. This way the user can keep the AR Leaflet and App, instead of discarding it as it happens with traditional printed flyers. The AR Leaflet is something that the user will keep as a souvenir and/or share with their wider environment.

Links:

- Play Store: [here](#)
- Apple store: [here](#)

3. dot2dot & Infinity Greece



The services related to dot2dot's new product entitled "Access Simple". Through ACCESS Simple, it provides personalized holiday packages (tailored tours and experiences, accommodation in accessible accommodation, meals in accessible restaurants, nursing care) for individual travelers, families with children or elderly couples, fully accessible to all (people with visual or hearing impairments, disabilities, mental disorders and mobility difficulties) and specially designed according to the specific interests and needs of each visitor.

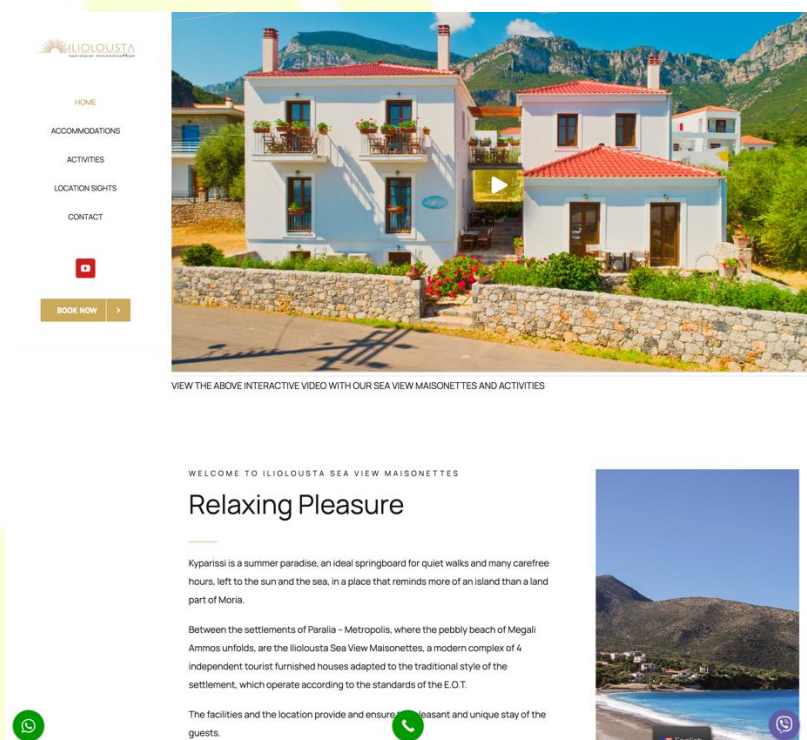
A quality promotion strategy was created by introducing innovative methodologies for dot2dot's communication policy, creating content that will be online also after the end of the program, supporting the activities in the long term. The opportunity to showcase product innovation by leveraging their program resources, thus supporting 2 social enterprises and their employees, is a very crucial factor.

The expertise of the InfinityGreece team supported the communication needs of the project with modern media (Emails, Social Media, Podcasts) and set the framework for the systematic communication and promotion of ACCESS Simple in the future, supporting its sustainability.

The campaign created and delivered to dot2dot focuses on creating evergreen content, with multiple touch points and an integrated marketing funnel to provide real value to users and potential customers.

Links: www.accessimplegreece.eu, <https://www.dot2dot.gr/>

4. ILIOLOUSTA KATOIKIES & SOFTITRON



After the signing of a tripartite agreement, between the CCI provider "PLATIS GEORGIOS (SOFTITRON)" and the tourist company "HELIOIOTIS NIKOLAOS (ILIOLOUSTA)", both of them cooperated flawlessly in order to complete all the agreed services. The two companies worked together to deliver all of the necessary materials needed for the creation & renewal of the website "ILILOLOUSTA Seaview Maisonnets".

The work began while simultaneously shooting took place in rooms of the accommodation and in Kyparissi Lakonia. During implementation, promotional actions were developed that would complete an event-based marketing campaign. The "SOFTITRON" team used innovative methods to create content, successfully completing the creation of a new website for "ILILOLOUSTA", while an interactive video was designed and added inside, that guides users directly and quickly to available rooms and nearby activities from the accommodation. Finally, with the use of automatic activation mechanisms, upon the selection of the website user, the available promotional actions that were foreseen were also completed.

Links: <https://iliolousta-kiparissi.com/>

5. STARRY LAND & Le plus petit chef



Within the framework of the CCI4TOURISM program, six (6) digital storytelling videos were made by le plus petit chef GRIGORIOS VARDARINOS in close collaboration with ENASTRI CHORA IKE. The six delivered videos include two (2) longer videos that present the activities and branding of ENASTRI CHORA IKE while the remaining four (4) videos are short 30" testimonies/testimonials of participants in the actions/activities of ENASTRI CHORA IKE and suitable for use in social media and newsletters.

The videos will be used for promoting the activities & services of ENASTRI CHORA, addressing a basic communication need and attracting groups of young people to its facilities.

Links: [here](#)

A2.3 Evaluation and main results

Self-evaluation by KEPA

From KEPA's side, as the voucher granting organisation, it is thought that the pilot action has been a success.

First of all, it was extremely helpful to have the Pilot Action implementation guidelines available from the start. This framework provided standardised processes and tools, which can be refined (according to the evaluation feedback) and re-used in a future voucher programme.

Also, through the pilot action, KEPA had the opportunity to come closer to the SMEs activated in the two sectors (Tourism and CCIs) and get to better know their special needs and characteristics, both separately as well as in combination.

On the contrary, the process was run for the first time, which means that some administrative and financial issues were not well-known. Moreover, the duration of the whole process was very limited, which inevitably affected the time available for the implementation of the work by the voucher schemes (especially during the summer period).

Overall, KEPA strongly believes in the added value of such kind of initiatives to the companies and to the ecosystem in general. Thus, it is worth to include voucher programmes in the planning of the new Operational Programmes both at national (sectorial) and at regional level. KEPA will seek to replicate this action (either do it again for the same sectors and/or expand it to other synergies), by improving some technical parts in the process (e.g. promotional campaigns with special focus and by using various communication channels, simplified and digitalised online application process, longer duration, regular meetings with the participants).

Feedback from the end-users

Upon the completion of the pilot activities, KEPA collected the feedback from the participating schemes in a combined manner: a) through the online evaluation questionnaire, which was sent and filled in by all the end-users/beneficiaries (10, in total - 2 per voucher scheme: 1 tourism company and 1 CCI provider), and b) during the online follow-up meeting organised in the form of a structured sharing session (presentation of the process followed, of the main pilot outputs and of the data from the evaluation questionnaire, held by KEPA's team; exchange of experiences amongst the voucher scheme representatives; open discussion).

- 8 out of 10 participants declared that already knew the voucher granting organisation (KEPA)
- All of them already knew their partner company
- And they stayed extremely satisfied by their cooperation
- As for how they were informed about the Open Call for the Voucher Schemes, 60% responded that the information came from their personal environment, 20% that they received the information via a local network (Culture Alliance of Thessaloniki) and 10% through the social media and an external consultant
- According to their responses, the most stimulating element of the Call was the visibility that would be provided through this activity (37,5%), followed by the grant amount itself (31,3%) and the opportunity to collaborate with another company (25%)

- With regards to the process followed, 6 out of 10 respondents found it rather easy.
- As for its duration, in general it was evaluated as satisfactory but relatively short.
- Overall, the companies that took part in the voucher schemes highlighted the importance of this kind of cooperation programmes and they would most probably take part in such an initiative in the future.

The **positive elements** that the participants found in the whole process were the following:

- The companies trusted KEPA's brand name.
- Taking part in the voucher scheme: a) gave them the possibility to fund/implement already processed innovative ideas; b) provided visibility for the specific activity; c) helped them to cover specific operational needs (e.g. staff costs).
- The procedures to be followed were relatively short and easy, with KEPA providing the tripartite agreement ready to be signed and giving instructions (via phone and/or email) upon any request.

The **difficulties** faced during the process are described below:

- It was not entirely clear from the Call which companies fall under the "Creative Industries" sector.
- The given period for implementing the projects was short and difficult for the tourism companies, as it fell in the high summer season.
- Some information regarding financial issues (especially regarding the VAT payment and the payment receipt issuing) were not clearly explained from the beginning.

Their **recommendations for improvements** for a similar future initiative were:

- To create different promotion campaigns addressed to different categories of companies.
- To predict a longer duration for the implementation (6-9 months).
- To organise intermediate technical meetings with the beneficiaries for guidance (mainly regarding the administrative processes).
- To measure the impact of the pilots over time (for example after one year).
- To include vouchers in the national and regional programmes as a standard form of funding.
- To create a unified digital repository of EU project results.

A.3_IMPLEMENTATION OF PP7-FEP'S PILOT ACTION

A3.1 Methodology followed

Pilot action Serbia was organized as joined cooperation between PP7 and external service provider Regional Development Agency Srem. Activities within the pilot action were grouped in the following working packages:

WP1 Designing content and specifications of the voucher scheme- Within this Work package, compilation of Application package was carried out. In agreement with the Contractor - Fund for European Affairs (FEP) and in the process of adapting the Call to the provisions of the Pilot action T 3.2, we adapted the application package to contain the following:

Guidelines for applicants and auxiliary forms as listed:

- Form no.1.- Application form - done online and in the form of Google forms
- Form no.2. - Statement on liability
- Form no.3/4.-De minimis statement in English and Serbian
- Form no.5.-Memorandum of Cooperation
- Form no.6. - Report on realized activities

WP2 Launching of the Call- Call was launched after all relevant forms were prepared and agreed upon with the Contracting Authority. The date of launching the call was 01.08.2022. and it was published both on the website of RDA SREM and FEP as basic source of information for this Call. Parallel to this, the Call was promoted on other websites and social networks of relevant stakeholders from the sector of CCI and the tourism sector as well. The scope of included stakeholders within the promotion campaign of the call was at least 30. The list of invited stakeholders to participate in the Call was shared in a common excel file with the Contracting Authority. The call was promoted by the EU delegation in Serbia and other organisations NT Park in Novi Sad, Chamber of commerce etc.

The Call was open until 26th August 2022, and during the period that preceded the deadline, RDA SREM had several requests for clarification of the Call, either by e-mail or by phone. We provided all the potential applicants with the clarifications in the specified deadline.

WP3 Evaluation of the submitted applications- In total, 10 applications were received via an online submission system. The submission system was conducted exclusively through electronic system and all information and all required documents were uploaded through the system that was operated by FEP and delivered through the Google forms. Previous to evaluation, RDA SREM and FEP formed Evaluation Committee which was formed of 5 members, 2 from RDA SREM and 3 from FEP in order to achieve transparent and equal treatment of all applicants.

As it was defined in the call documents the evaluation process was envisaged as two stage: Administrative and Full application check while the supporting documents were checked online. Evaluation took place at the premises of FEP on 26th August, 2022. One application was rejected during administrative phase while others were measured against set up evaluation criteria defined in the call for projects.



RDA SREM prepared the whole evaluation package, meaning the following relevant documents: Decision on forming Evaluation Committee, Impartiality and Confidentiality of Evaluation Committee members, Minutes of Evaluation process and submitted applications, Administrative compliance grid, Evaluation grid, Evaluation report, Draft contract etc.

In total, 5 applications were chosen for funding.

Before signing of Contracts with the selected applicants, an online meeting was organized and applicants were additionally informed the applicants on the rights and obligations, deadlines and other contract provisions.

Implementation of project ideas was due to be finalized until 1st October, 2022.

WP4 Monitoring of implementation of awarded ideas/applications- this working package entailed constant monitoring support and sending out instructions related to the very implementation and call rules i.e. visibility and promotion, but also other consultations and advice related to financial management of the project and other related financial issues. Part of this working package was also preparation and filling in narrative report containing both quantity and quality indicators as well as other factors that were specific to individual pilot actions and defined during the process of their implementation.

WP5 Pilot action evaluation- For the Evaluation of the Pilot actions and based on submitted Narrative reports, field visits and/or online meetings with the selected pilot action applicants were organized. In addition, Questionnaire for Pilot Action users was sent and filled in by all 5 pilot actions users.

A3.2 Outcomes of the pilot activity

#	Protocol number	Tourism Company	CCI Provider	Voucher
1	FEP-CCI4TOURISM-06	The Gallery of Matica srpska, Novi Sad, Serbia (Tourism)	Dejan Vidović PR specialized design activities "Black dog", Titel, Serbia	2.982,00 €
	FEP-CCI4TOURISM-06	Tourist organisation of the City of Sremska Mitrovica, Sremska Mitrovica, Serbia (Tourism)	Milan Kardaš Entrepreneur art studio, Kardaš art, Sremska Mitrovica, Serbia (CCI)	3.000,00€
2	FEP-CCI4TOURISM-06	Museum of Vojvodina, Novi Sad, Serbia (Tourism)	Jelena Mumin PR Studio for performing arts and consulting "Blue orange" Novi Sad, Serbia (CCI)	2.990,00 €



3	FEP-CCI4TOURISM-06	Tourist organisation of the Municipality of Stara Pazova, Stara Pazova, Serbia (Tourism)	M STUDIO STP doo, Company for services, trade and production, Stara Pazova, Serbia (CCI)	3.000,00€
4	FEP-CCI4TOURISM-06	Creative center for tourism, art and culture, Kovačica, Serbia (Tourism)	Želimir Tomaš PR agency for photographic services, design and other services "Digital Media Studio Solutions", Kovačica, Serbia (CCI)	2.999,00€

Project idea **NO.1** implemented by tourism operator The Gallery of Matica srpska, Novi Sad, Serbia (Tourism) in cooperation with CCI provider Dejan Vidović PR specialized design activities "Black dog", Titel, Serbia.

The project idea was to design a special museum product to celebrate the 175th anniversary of the foundation. The product was labels for wine bottles and special wine boxes.

The labels are made in two different designs: black with a representation of Milenko Šerban's painting "Spring on Fruška Gora" and a white elegant label with the jubilee logo of Galerija Matica Srpska. The black design of the label is intended for dry red wine, which is made from a special variety of grapes specially grown for the year in which the 175th anniversary of the establishment of Galerija Matica Srpska is celebrated. The white label is made for wine bottles that will contain top quality white wine with controlled and guaranteed origin and quality.

In addition to the labels, a special wine box with a square shape, rounded edges, with the jubilee logo in golden color, made of thin glossy white cardboard, in which the wine bottles printed in an edition of 300 copies will be packed, was designed and created.



Project idea **NO.2** implemented by tourism operator Tourism Organization of the City of Sremska Mitrovica, Sremska Mitrovica, Serbia in cooperation with CCI provider Milan Kardaš Entrepreneur art studio, Kardaš art, Sremska Mitrovica, Serbia (CCI).

Project entailed developing android application for mobile phones called "SM FraMe" representing a positive change in the promotion of tourist potential, which is also the main goal of the Tourism Organization of the City of Sremska Mitrovica. The application enables the marketing of information and offers to users of social networks, as well as the presence of our organization in the digital world, in an original and creative way. The interactive character of the application brings an unusual offer to users - making a photo with a digital frame, which contains the characteristics of the environment (situation) in which the photo is taken, with the possibility of direct sharing on social networks. In this way, the user of the application becomes a direct promoter of the tourist offer. The content of the application is easily accessible to users, reviewed, concise, and artistically and visually creative, original, interesting, humorous.

Application "SM FraMe" is available on Google Play Store, and downloading is done via the following link:

<https://play.google.com/store/apps/details?id=com.sirmiumerp.smframe>

The other way of downloading the application is by scanning the QR code.



Project idea **NO.3**. Implemented by tourism operator Museum of Vojvodina, Novi Sad, Serbia and the CCI provider Jelena Mumin PR Studio for performing arts and consulting "Blue orange" Novi Sad, Serbia (CCI).

As part of the project "Theatre of the Museum of Vojvodina - production of a promotional music track and video", a musical composition and a video were produced for the existing educational program of the Museum of Vojvodina. An original text has been written (the author of the text is museum educator) with which we directly address the potential users (teachers and children of pre-school age, students of classes with hammers, school excursions and families). The participants are confirmed representatives from the cultural and creative industries sector: composer (Milan Mumin), director (Prof. Dr. Silard Antal), singer (Milan Mumin) and children's choir (Bajihevi slavuji) and other experts from the field of music (Prof. Dr. Robert Majoroš), from the field of production, etc. Consultations were carried out with other prominent representatives of the creative industries (Jovan Adamov, composer). The video was shot at the permanent exhibition of the Museum of Vojvodina and the thematic exhibition The Dream of Neolithic Nophie with the idea of attracting the attention of the audience in an interesting way and getting them interested in visiting exhibitions and educational programs Museum of Vojvodina.

The link of the video is provided below:

<https://www.youtube.com/watch?v=ElhG-t3wYFA>

Project idea **NO.4**. implemented by tourism operator Tourist organisation of the Municipality of Stara Pazova, Stara Pazova, Serbia in cooperation with CCI provider M STUDIO STP doo, Company for services, trade and production, Stara Pazova, Serbia.

Since 2016, the Stara Pazova tourist organization has been organizing the Gastro Srem event, the goal of which is to preserve the old, traditional ways of preparing indigenous dishes, promote small, local food producers, agricultural farms, craft shops, women's associations, winemakers, confectioners, restaurants, as well as the development of the tourist offer municipality of Stara Pazova.

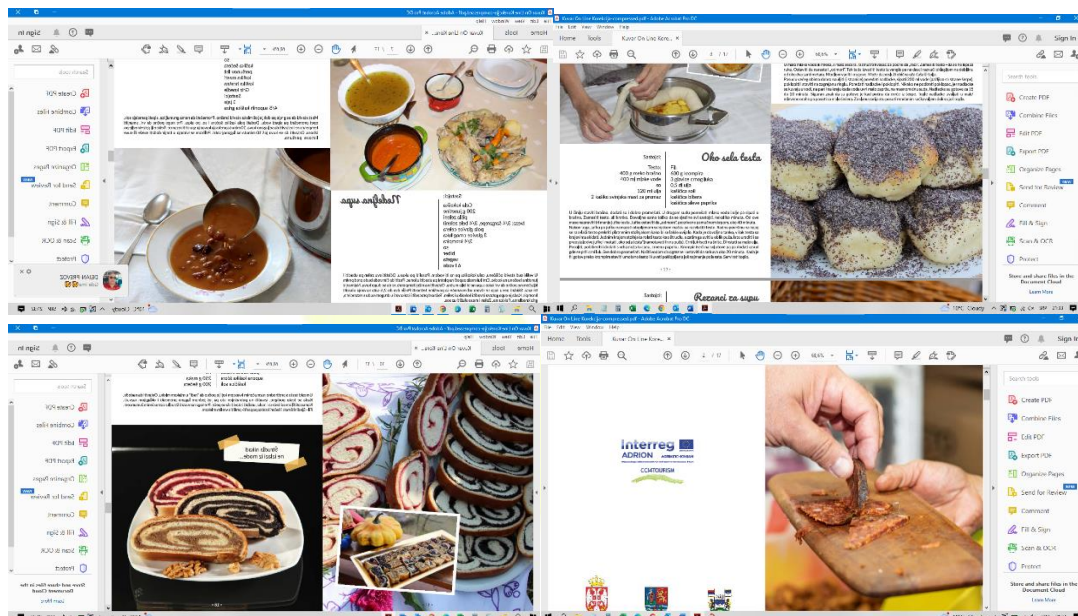
This is the first e-cookbook that contains recipes for dishes that are prepared in Stara Pazova and its surroundings, and from now on they are part of the offers of this tourist event.

Based on the collected data, an original, author's text for the cookbook was written, which contains 10 chapters. The textual part of the cookbook does not only contain recipes, but also provides an account of the development of the culinary artist and the course of development of the gastronomic culture of this region. Also, for the creation of a pop-up e-cookbook on the methods of preparing the offer from the Gastro Srem event, photographs were taken of the prepared dishes and the location of the Gastro Srem event itself.

The cookbook contains 29 pages of pop-up format adapted both for distribution on online channels and for printing. The e-cookbook "Cookbook of Stara Pazova" is not a final form, but can be supplemented subsequently, with a customized design of new pages.

The project helped to increase the visibility of the Gastro Srem manifestation through the realization of an electronic cookbook and enable the continuity of its presence in the public based on the distribution channel itself - on the website of the Tourism Organization of the Municipality of Stara Pazova and on social networks, which bypasses the physical barrier of the calendar duration of the manifestation itself at the beginning of September.

<https://turizampazova.rs/wp-content/uploads/2022/10/e-kuvar-jela-iz-stare-pazove-gastro-srem.pdf>



Project idea NO.5. implemented by Creative center for tourism, art and culture, Kovačica, Serbia in cooperation with Želimir Tomaš PR agency for photographic services, design and other services "Digital Media Studio Solutions", Kovačica, Serbia.

Within the project, there was development of short video clips detailing pictures, authors and other relevant specifics. These were implemented on youtube and on the website naïve-art-kovacica.com. Also, there was development of the Internet web-shop on which naïve art pictures were sold. The link to the video clips and the web-shop is provided below.

https://www.youtube.com/watch?v=HcKNbGiUNuE&list=PLHiyqE5-JHVOHQ2w-s9jaKC6f_tppsawT

<http://www.naive-art-kovacica.com/sr/>

A3.3 Evaluation and main results

Self-evaluation by FEP

In summary, the effectiveness of the pilot action and the ability to monitor its performance reflects itself in the digital component of pilot actions, making the whole process more feasible. Overall, the whole digitalization process and the shortness of its duration has made the pilot action more efficient in both financial and implementation manner.

When it comes to improvements, it is necessary to increase the duration of pilot action and implementation period. Given the poor interest of the private sector and the dominance of the public sector in the first, pilot call, it is recommended that the next one should be additionally putting emphasis on NGO/SMEs sector either through promotion or by specific call provisions. Contributing to this would definitely be promotion of the database of the potential CCI that could participate in pilot action, to ensure that their participation is ensured before the call for voucher scheme.

From the organization point of view, administrative burden could be easily diminished by digitalizing the whole process and by putting more effort on improving the application form i.e. making it more detailed and elaborative, in order to get more comprehensive overview of the entire action.

For easier replication and multiplication of the actions, it is recommended to implement it in similar time of the year thus making it more feasible for the applicants to track the announcement and conditions of the call. Likewise, transferability of the actions would be most easily achieved by putting its implementation on regional bodies in the AP Vojvodina that share the same business sector and cover the same/similar stakeholders. Given their knowledge in experience in fundraising, it is presumed that other sources of funding would be found on regional, national and EU levels.

Feedback from the end-users

- 5 out of 6 participants declared that already knew the voucher granting organisation (FEP)
- Most of them (5/6) already knew their partner company
- And they stayed extremely satisfied by their cooperation
- As for how they were informed about the Open Call for the Voucher Schemes, 50% responded that they received the information via email, 33% saw it in FEP's website and 17% through the social media.
- According to their responses, the most stimulating element of the Call was the opportunity to collaborate with another company (3) and then the visibility that would be provided through this activity (1) and the grant amount itself (1).
- With regards to the process followed, the answers differed amongst the schemes: 2 found it very easy, 2 found it easy and 2 found it moderate.
- As for its duration, in general it was evaluated as satisfactory but relatively short.
- Overall, the companies that took part in the voucher schemes highlighted the importance of this kind of cooperation programmes that stimulate the interaction between the 2 sectors of CCIs and Tourism and they would definitely take part in such an initiative in the future.

The **positive elements** that the participants found in the whole process were the following:

- Supporting investments in new kind of products can improve the presentation of certain countries through the promotion of their cultural and natural heritage.
- Easy cooperation and new level of cooperation in the field of digital sector. Results of our project show broad scope of possibilities and new ideas for improving this project and making new projects together on a higher level.
- Positive elements during the entire project are certainly new collaborations with partners, as well as the achieved excellent results that we set as goals.
- Enjoyable cooperation with creative industry and possibility of shared brainstorming. Also, we open space for new ideas for cooperation.
- It was very easy to start the whole process and, at the end we got very useful application.
- A new product was obtained, which met with great interest from the general and professional public.

The main **difficulty** faced during the process was:

- The implementation time.

Their **recommendations for improvements** for a similar future initiative were:

- In order to make the final products ready in time, a certain amount of the money should be paid in advance.
- Have large space for creative industry to show its creativity.
- Longer deadline for realization of the project.
- A bit bigger grant.
- Between the tourism sector and creative industries, useful applications can be produced that would make it easier for tourists to stay in a city.
- The possibility to continue work on the same project next year.

A.4_COMPARATIVE ANALYSIS OF PILOT ACTION 1

What worked well

KEPA's pilot action was well organized process that was promoted to the required target groups through multiple communication channels and own database of users. It was focused on reaching the private sector companies or operators in CCI sectors that had more interest in joining the pilot action, and take a different approach to the whole process. The higher number of vouchers had enabled that the interest of the potential applicants has been higher and furthermore project ideas could be more complex with the better impact.

FEP managed to widely promote the call through multiple communication channels. It adopted a simplified method of applying entirely digitally, which made the whole process much easier. Having two different organisations evaluating the proposals submitted reassured high level of transparency and objectivity. Furthermore, conducting a meeting with the beneficiaries before starting the implementation of their projects was extremely useful; so has been the already prepared and provided template for the narrative report. In terms of evaluating the project's results, having a combination of field visits with online monitoring seems quite effective.

Issues and difficulties

The major problem faced by KEPA identified during the peer review was related to the administrative burden that the selected voucher users had reported. It was mainly related to the paperwork that was required from the programme but also from the pilot process itself.

The major issue confronted in relation to FEP's Pilot Action had to do with the timeline. Due to important delays in the initial stages of the pilot, the whole process had been affected by having very short time to implement the next steps. As a result, only one month was available to the schemes to complete their work.

Lessons learnt

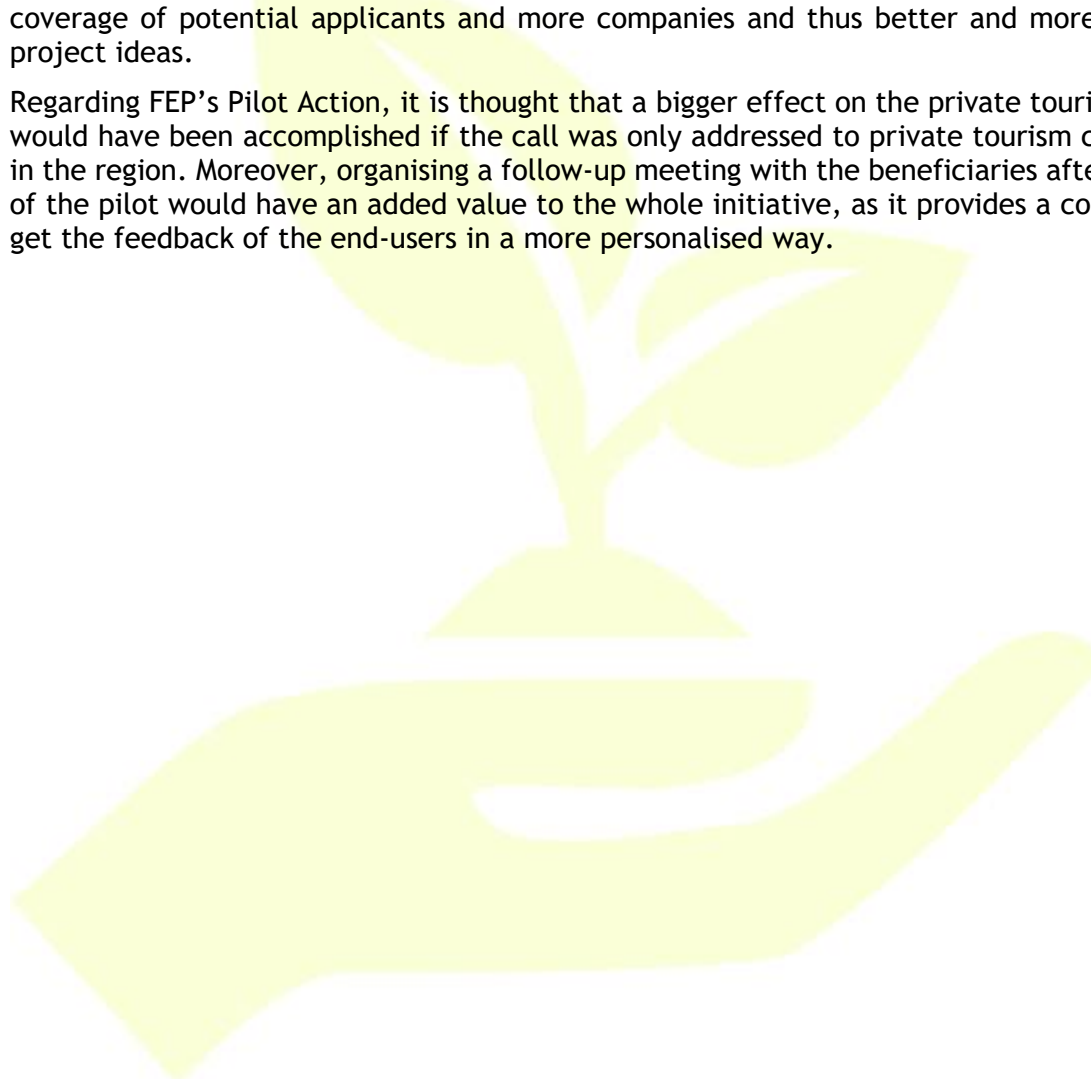
FEP has seen the effects of the proper timeframe of the activities in KEPA's pilot and to what extent can this reduce the stress and burden for implementing the whole process, as for the preparation of the pilot voucher scheme we had seen the scope of the process that had been led by KEPA and preparatory framework that could be applied in other activities.

What was really enlightening for KEPA regarding FEP's Pilot was the fact that public tourism bodies were also eligible to join the voucher schemes. A rewarding point is the fact that the voucher was used as a financial instrument to already existed ideas from the part of the schemes. However, as mainly derived from the initial meeting with the beneficiaries, it seems that they were more worried about issues in relation to the administrative process and the payment.

Missing elements

For KEPA's Pilot Actions, but similar for FEP, FEP thinks that the register of CCI that was a requirement for participating in the pilot voucher scheme need another approach to be able to reach companies to biggest extent before starting the voucher scheme to enable better coverage of potential applicants and more companies and thus better and more complex project ideas.

Regarding FEP's Pilot Action, it is thought that a bigger effect on the private tourism sector would have been accomplished if the call was only addressed to private tourism companies in the region. Moreover, organising a follow-up meeting with the beneficiaries after the end of the pilot would have an added value to the whole initiative, as it provides a condition to get the feedback of the end-users in a more personalised way.



B. PILOT ACTION 2: HYBRIDIZATION OF CCIs AND TOURISM TRADITIONAL SECTORS

B.1_Scope and methodological approach

B.1.1 Rationale

The Pilot Action 2 aimed to exploit the innovative potential embedded in CCIs actors for the benefit of new products/services for the tourism market based on creativity and on a renewed vision of the cultural heritage assets. Once defined its baseline methodology of implementation, the pilot action was delivered by PPs AGRRA, CIDEA, RAS and RDA Green Karst by involving CCIs and tourism operators acting both at regional and transnational level.

The activity addresses CCIs and tourism operators with the aims of encouraging cross-fertilization and hybridization of companies belonging to different sectors that may jointly realize highly innovative products/services.

B.1.2 Methodological framework

To prepare and implement the Pilot action 2 the present guidelines were prepared with the cooperation of the involved partners. The aim of the guidelines is to develop a joint methodological framework for the pilot activities, in particular for the set-up, run and evaluation of the pilots in the involved regions. Common methodology determines the procedure of application, selection and implementation of the pilot proposals. All involved partners have to consider the preparation of the open call that will define a transparent and fair procedure to select the test bed of beneficiaries.

Each Region is represented by its partner(s) who will carry out a separate open call on the basis of the common methodology and if relevant special features of each Region. Each partner/organization will publish open call in its national language. In the framework of each open call at least 5 project proposals shall be selected.

The guidelines define specific activities which will be implemented to foster hybridization, the terms of reference to select the beneficiaries and the workflow to track the pilot results.

These project proposals could be developed and further implemented with the support of CCI4Tourism regional/local hubs.

Open Calls

The open calls aim to promote cross-fertilization projects between CCIs and traditional MSMEs leading to the realisation of new sustainable products and services in tourism and culture.

Project proposals shall focus on innovative and original products, processes, services and tools developed in the framework of collaboration between two sectors. Proposals focusing exclusively on the design and implementation of individual activities and / or extemporaneous initiatives (such as single and unstructured artistic performances) are not admissible.

Proposals must be able to offer perspectives of sustainability over time. The total duration of proposed projects shall be of 2 to 4 months with a scheduled conclusion expected by 31 July 2022.

Project proposals shall include a detail description on how the collaboration between the beneficiary and its participating partner could solve a need of the traditional MSME with a view to sustainability, integration and progressive innovation.

The approved projects must be followed by a Cooperation memorandum between beneficiary and participating partner, stating mutual obligations and intellectual property rights/commercial exploitation issues settlement.

Selection procedure

After evaluation procedure of the received pilot project proposals, minimum 5 per region, will be selected, according to the selection criteria for all project proposals.

Eligible proposals will be evaluated by the partner's Evaluation Committee composed of three experts from the Contracting Authority (CCI4T project partner).

The Evaluation Committee will score each award criterion on a scale from 0-10. The maximum score is 50.

During the evaluation process the holder of the public call (Partner Organization) may contact candidates for additional information, where required.

Grant allocation

The financial allocation for the Call for Proposals is provided differently by each involved region.

All real costs incurred by the beneficiary for the implementation of the project proposal must be demonstrated by producing the following documentation:

- Formal evidence of the implementation of project outputs and/or delivery of goods purchased (e.g. pictures, delivery note, print screen, ...), copy of the corresponding expenditure documents (e.g. invoices, copyright agreements, and/or other equivalent evidence),
- documented market search for the purchase of goods/equipment to ensure the best value for money or to select the lowest price (e.g. collection of 3 financial offers from different operators, price comparisons available on the internet, etc.),
- proof of payment related to the expenditure incurred,
- images of the purchased equipment with evidence of compliance with Programme visibility rules,
- detailed report in the national language on the activities carried out.

The public grant will be awarded to the applicant as a reimbursement after the validation of financial and technical report, the actual execution of the project proposal, and the achievement of planned results.

B.2_IMPLEMENTATION OF PP2-AGRRA'S PILOT ACTION

B2.1 Methodology followed

The Open call was published: 01.04. 2022

The Open call closed: 30.04. 2022

AGRRA received 2 project ideas

Selection phase:

The Commission for selection of the project ideas was chosen on the basis of the CCI4T project team. The Commission held the selection process on 11. May 2022. Members evaluated and selected listed companies and granted the project idea for the implementation. The final Decision of Selection was made on 12.May 2022.

AGRRA confirmed 1 project: Summer Art Festival

B2.2 Outcomes of the pilot activity

#	Protocol number	Tourism Company	CCI Provider	Voucher
1	CCI4T 406-02/22-01/1	Biser, obrt za ugostiteljstvo	Fosca, obrt za dizajn proizvodnju	4,498.66 EUR

"Summer Art Festival" is the project proposal selected as part of the Pilot Action 2 of the CCI4TOURISM Project. Zadar County Rural Development Agency - AGRRA announced the decision on the selection of the public call "Hybridization of tourism and the cultural and creative industry sector as part of the CCI4TOURISM project to connect the cultural and creative sector with traditional companies operating in the tourism sector. It is a project designed to increase the capacity and influence of the cultural and creative sector on several levels, and one of them is the connection with the tourism sector and the improvement of tourist products and services that meet the principles of sustainability and development of cultural and creative tourism. This pilot action was carried out with the aim of networking companies operating in these sectors so that they can jointly implement innovative cultural tourism products and services. The selected Project Consortium jointly implemented the "Summer Art Festival" project as an innovative idea for networking and cross-sector cooperation. The aim of the public call was to connect the cultural and creative sector with traditional companies operating in the tourism sector in such a way that project proposals focus on innovative products, solutions, services and tools developed in cooperation between the two sectors. Emphasis was placed on the sustainability of the project proposal even after the end of the project. This project offers cultural and creative people from our area new opportunities and their connection with the tourism sector, improvement of tourist products and services that meet the principles of sustainability of the development of cultural and creative tourism. The "Summer Art" project idea will create a synergy between the cultural

and creative industry and the tourism sector, and hopefully become an unavoidable event in Zadar County. „Summer Art” Festival will contribute to the development of the cultural and creative sector of our area and to the general expansion of the tourist offer. Creative HUB AGRRA is at the disposal of the cultural and creative industry and all its participants. In recent years, there has been an increasing emphasis on experience, so tourists want to feel the culture and be part of the story of the destination where they are resting. The selected project idea “Summer Art” is a combination of culture and tourism, and with this project we wanted to enable all visitors to step into the shoes of an artist for a few days, that is, to feel what it means to be an artist. The goal is to involve every visitor or tourist in the exhibition through creative workshops for children and adults. The project has five creatives from different areas of the creative industry, and visitors get to know different approaches to art by becoming part of our stories. The exhibition is held in the Lavander lounge bar at the Ilirija hotel in Biograd na moru and is open to anyone who wants to participate. Our plan is to make this festival traditional.

<http://www.agrra.hr/novost/u-sklopu-projekta-cci4tourism-odabran-projektni-prijedlog-summer-art/387>

<http://www.agrra.hr/novost/odrzan-je-prvi-summer-art-festival-u-sklopu-projekta-cci4tourism/392>

<https://www.057info.hr/kultura/2022-07-04/odrzan-je-prvi-summer-art-festival-u-biogradu>

<https://b-portal.hr/2022/07/04/kreativna-izlozba-i-radionica-odrzan-prvi-summer-art-festival-nastavak-kroz-svakodnevne-radionice-tijekom-cijelog-ljeta/>

<https://ilirijabiograd.com/de/veranstaltungen/festival-summer-art>



B2.3 Evaluation and main results

Self-evaluation by AGRRA

Summer Art Festival project has proved to be an effective link between the CCI industry and public. Also, the Festival will become a permanent tourist offer in Zadar County. The Festival offers the possibility of enriching the tourism sector of our region and raising cultural awareness of the public. The most effective way of achieving greater participation and reaching a wider audience in the future is to hold the Festival in later evening hours and the placement of more budget-friendly products at the exhibition. The Summer Art Festival Project team has the opportunity of implementing it in the future as it has proved to be an excellent opportunity for exchange of knowledge, experience and networking between CCIs, tourism sector and the public. They are able to apply under the public calls of Zadar County and the Croatian Ministry of Tourism which can be an alternative source of funding for the Summer Art Festival in the future.

Feedback from the end-users

- 4 out of 6 participants declared that already knew the voucher granting organisation (AGRRA)
- Most of them (83.3%) already knew their partner company
- And they stayed satisfied by their cooperation
- As for how they were informed about the Open Call for the Voucher Schemes, 50% responded that they were informed through their friend environment, 33.3% saw it in AGRRA's website and 16.7% through the social media.
- According to their responses, the most stimulating element of the Call was the visibility that would be provided through this activity (66.7%) and then the grant amount itself (33.3%) and the opportunity to collaborate with another company (16.7%).
- With regards to the process followed, the participants found it relatively easy.
- As for its duration, the process was evaluated as satisfactory.
- Overall, the companies that took part in the pilot action highlighted the importance of this kind of cooperation programmes and declared that they would definitely take part in such an initiative in the future.

The **positive elements** that the participants found in the whole process were the following:

- The visibility of the company and the opportunity to present its work to a wider audience
- The fact that Summer Art Festival will become a permanent tourist offer
- The networking opportunities with CCIs

The **difficulties** faced during the process are described below:

- The cooperation between the project team was sometimes difficult
- The extreme heat influenced the number of participants

Their **recommendations for improvements** for a similar future initiative were:

- The Festival should be held on a monthly basis
- More manifestation including CCI sector
- More CCIs in future initiatives like this
- The Festival should be held in early evening
- Organise the Festival in various destinations of the country

B.3_IMPLEMENTATION OF PILOT ACTION IN SLOVENIA

B3.1 Methodology followed

Call for proposals aimed to support innovative, new and different ideas that bring upgrades, sector integration and sustainable orientation (both partnerships and products / services) in a specific environment. Partners AGRRA, CIDEA, RAS and RDA Green Karst prepared a common methodology determining the procedure of application, selection and implementation of the pilot proposals. All involved partners considered the preparation of the open call that defined a transparent and fair selection procedure.

According to the application form RDA Green Karst and RAS prepared a common Open call for Hybridization of CCI and tourism sector which was published on 22. 2. 2022 and closed on 22. 3. 2022. Together we received 13 project proposals / ideas (RDA Green Karts - 2 project ideas and RAS - 11 project ideas).

Selection phase: On the basis of a decision appointing the commission for selection of the project ideas, signed on 23. 2. 2022, the commission for selection met on 28. March 2022. Members evaluated and selected listed companies and granted the project ideas for the implementation. RDA Green Karst confirmed 2 projects, RAS confirmed 6 project ideas.

The introductory meeting with all confirmed project partnerships was implemented on 6th April 2022. The deadline for all the project's implementations was set on the 31st July 2022. All the teams finished and reported their work and results within the dates, only one team asked for the prolongation since there was a higher force enabling them to finish in time.

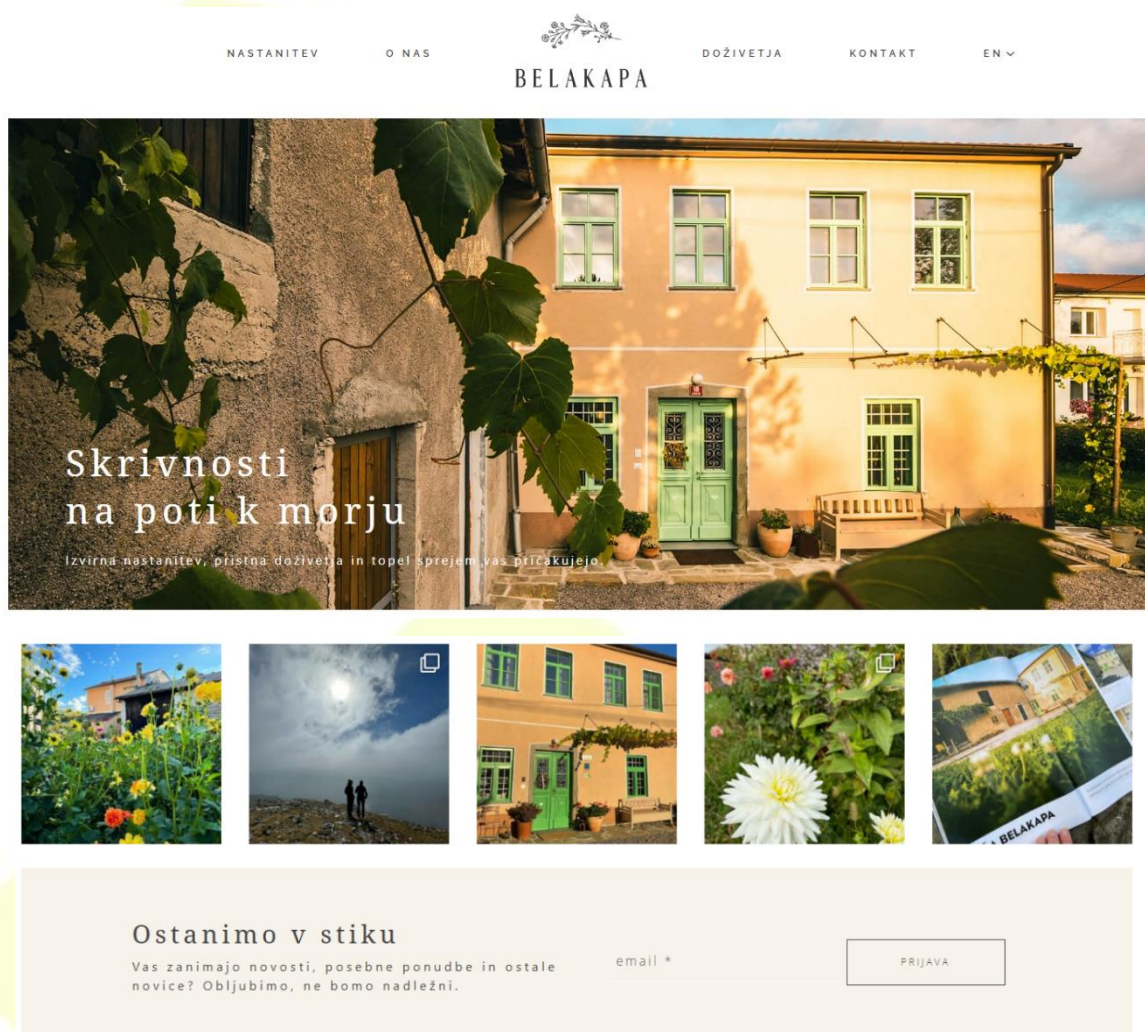
Within 15 days after finishing all the activities each team prepared and provided reports and evidence on their project implementation and results. RAS and RDA Green Karst reviewed and confirmed all the reports and finally allocated funds to the beneficiaries.

B3.2 Outcomes of the pilot activity

List of selected companies by RDA Green Karst

#	Protocol number	Tourism Company	CCI Provider	Grant
1	RDA Green Karst-CCI4TOURISM-01	Umetniško ustvarjanje, Sonja Prosen s.p.	Klun komunikacije d.o.o.	1730,00
2	RDA Green Karst-CCI4TOURISM-02	Turistično vodenje in izobraževanje Janja Urbiha s.p.	Andreja Stržinar s.p.	1370,00

1. Belakapa



Duration: 4. 4. - 30. 6. 2022

The project Belakapa stands for great market and development potential. By connecting several services and experiences at the provider's location and cooperating with a wider range of providers in the area, the project is developing in the direction of sustainability and local partnerships. The applicant participated in the first phase of the project and successfully completed the support program.

Belakapa is a cozy homestead named after the beautiful local snow-capped Mt Snežnik, the highest non-Alpine mountain in Slovenia. Belakapa connects local, sustainable and authentic Slovenia. It offers comfy accommodation, local products and great natural experiences. Accommodation is settled in a newly renovated manor house, combining the charm of the past with some comforts of today. Visitors can enjoy the little shop of local products (Andrej's honey, Sonja's flower art-prints, cards, notebooks...) and locally made souvenirs. They are developing exclusive local experiences for the guests (honey experiences and floral experiences). Belakapa is the place for visitors who are curious nature lovers, looking for authentic, local, unique and inspiring.

<https://www.belakapa.si/>

<https://youtu.be/bSmFFJwL9l8>

<https://www.facebook.com/belakapaa>

<https://www.instagram.com/belakapa/>

2. The party with Countess Greta



Duration: 4. 4. - 30. 6. 2022

The submitted project idea upgrades the existing offer and develops the content in the direction of a high-quality trust experience that connects natural and cultural heritage and innovatively fills the gap in the tourist location of Snežnik Castle.

The applicant participated in the first phase of the project and successfully completed the support program.

"Tea party with Countess Greta is the upgrade of the tourist experience Walk with Countess Greta. Countess Greta in the park at Snežnik castle is the brand-new antique tourist experience intended for visitors who seek a little green peace, surrounded in nature with the shadow of the past. The countess is portrayed by local resident Janja Urbiha who lives in the village of Kozarišće near the Castle. As a very experienced local tourist guide and amateur ethnologist she has been telling Snežnik's stories for many years and this was the catalyst for her idea to bring the character of Countess Greta to life!

Within the Pilot action project the character of the Countess was upgraded with the character of a waitress and equipment for a tea party, where she tells stories to visitors."



List of selected companies by RAS

#	Protocol number	Tourism Company	CCI Provider	Grant
1	RAS 32/2022	Rozalija Peternelj s.p., Rozamunda	Tourism association Škofja Loka	3.100,00 EUR
2	RAS 33/2022	Jatko d.o.o.	E-Art Institute	3.100,00 EUR
3	RAS 34/2022	Tourism association Žiri	Etiketa Interactive d.o.o.	3.100,00 EUR
4	RAS 35/2022	Tourism association Gorje	Cultural and art association Kamot	3.100,00 EUR
5	RAS 36/2022	The Garden and Gallery Tomaž Kržišnik Institute	Noage, Boris Balant s.p.	2.660,00€
6	RAS 37/2022	Staroznanke Institute	Rahločutnost, Andreja Poljanec s. p.	440,00€

1. Tourist souvenirs Houses of Škofja Loka

Duration: 8. 4.-31. 7. 2022



The aim of the project is to create and develop a line of contemporary Škofja Loka souvenirs, which are interesting for both domestic and foreign visitors of city of Škofja Loka.

The basic motifs are the details of the facades (frescoes, stucco, reliefs, structures...) of old and important houses in Škofja Loka. With the rich cultural heritage of this medieval city, there is a wide selection of motifs available. For the project, creative team limited themselves to five brand-name buildings, but the wish for the future is to add others to them. The motif comes to life in a modern and refined graphic image on various products.



The QR code is added which brings the user to the Škofja Loka Tourist Association website, where all the historical data is available.

Within the project the team created:

- 5 graphic images of the motif cutout that will be printed on postcards, textile bags, magnets, t-shirts and notebooks.
- QR code as part of the visual composition, which leads the user to the website of the Škofja Loka Tourist Association.
- Educational part is important: informative, historical, factual text about the house in question + translation into English and German.
- Fun part takes all the contents to new level: short fantasy stories by the writer Jasmin B. Frelih, related to the featured houses that are also translated to English and German.

The project is thus an interweaving of different industries (design, literature, history), which leads the user to get to know the city through a visual-literary experience.

www.facebook.com/rozamundastore

www.td-skofjaloka.si



2. Music-gastronomic evenings Music forks of Škofja Loka

Duration: 4. 4.-31. 7. 2022

Music-gastronomic evenings Music forks of Škofja Loka

The concept of gastronomic and musical evenings interweaves top music and culinary arts.

For the events Mozart's operas in an arrangement for a quartet with a story telling were selected and accompanied by four-course menu of local specialties. The quartet of professional musicians was created in search of new sound possibilities and in the interweaving of a burning desire to make music together. It is a completely new line-up with a completely new sound, in which they transformed Mozart's gems of operatic literature for the visitors. During the performance musicians present the individual characters performing in the opera by telling a story, which is then sonically colored by the music of the corresponding opera aria.

The arias from the operas are divided into three parts, which are followed by gastronomic courses, in which a cold and hot appetizer, main course and dessert are served; all paired with selected wines. The menu is compiled based on the seasonal offer of local producers, with whom restaurant Pr'Pepet has a sustainable partnership.

In this perspective the team organizes the venue in such a way that the audience passes between the social part, where they get to know the food and wines, and between the concert part, which offers them time to adequately relive the experience of the previous walk and prepare for the new one. The atmosphere in the story moves in a clearly defined arc; the tension escalates, then there is a twist and finally a denouement, which turns into a spontaneous gathering of visitors, in which they can exchange their impressions and get additional information about the food and wines they have tasted. Such a bow goes very well with the culinary course of the event, because for a superb experience, food and wine must follow each other properly.

<http://www.prpepet.si/>

VIDEO: <https://vimeo.com/733939275>



3. Interactive online map of Žiri

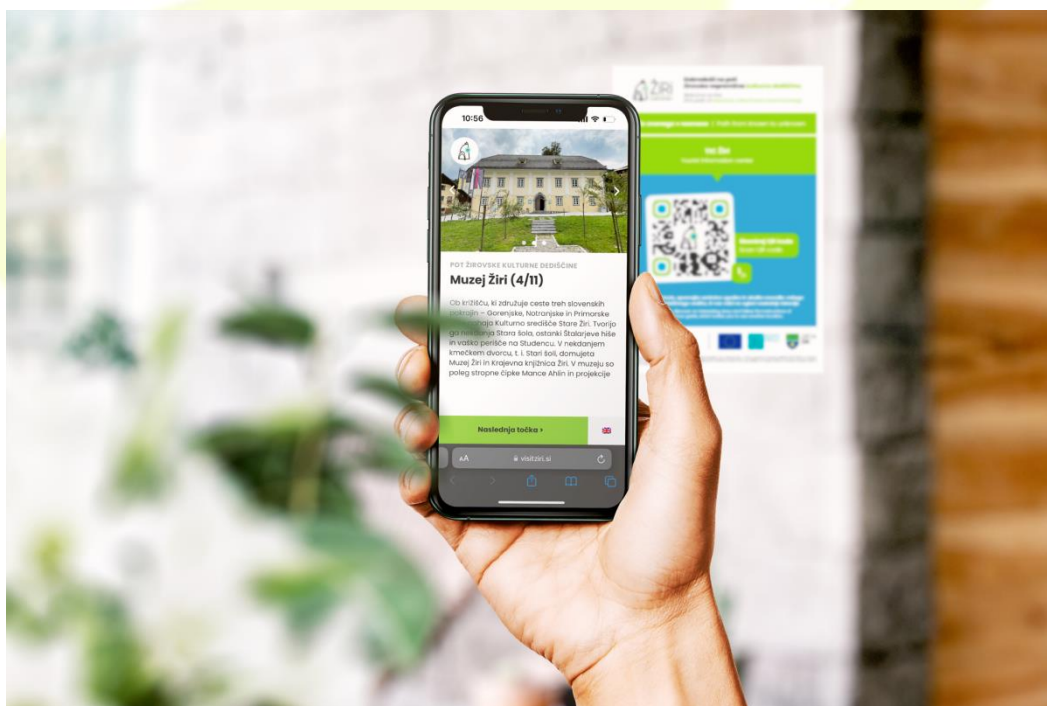
Duration: 4. 4.-31. 7. 2022

In the process of planning the website of the Tourist Association Žiri, the idea of an interactive online map of Žiri, was developed. It would become the main communication tool for the promotion of green tourism, tourist attractions, cultural heritage and other offers in the place.

The goal of the interactive online map is that the visitor to Žiri can easily, quickly and without the help of tourist staff orientate him/herself in the place, get information and find his way to the desired tourist spot. The key component of an interactive online map are tourist spots (cultural, sports, natural) presented in a modern way and with directions, which lead the user to the desired point with the help of smartphone navigation. With the help of the map, visitors to the place are able to explore and experience about 40 tourist spots in the town of Žiri.

The thematic path 'From the known to the unknown' was also created. With the goal that the entire user experience of the visitors effectively connects the online and physical experience of the place in a sustainable way. The selected tourist spots on the route 'From known to unknown' connect buildings of cultural heritage, equipped with new information boards. The information boards of each point there is a QR code through which the visitor can connect to the interactive content using a smartphone and receive directions to the next point they want to see.

<https://visitziri.si/>



4. The wolf's journey from the spring to the gorge

Duration: 4. 4.-15. 8. 2022

The core of the idea that connects Association KUD Kamot and Gorje Tourist Association is the publication of a picture children's book with content that connects the story of the Enchanted Forest and the Vintgar gorge. The picture book tells the story of the wolf family that traveled from the source of Radovna, past Vintgar and finally settled on Hom, in the Enchanted Forest. The emphasis is on the folk tradition and natural beauty of the place. Through the picture book, children would learn about cultural heritage through pictures and words, the meaning of the written word and develop imaginative use of language. In the times that are behind us, there is a deficit in language development and reading stories among preschool children. The picture book is published in Slovenian and English.

The project connects green tourism, the natural heritage of the place and the users experience in one place. The picture book is a new quality souvenir of the author's written word, and the story encourages visitors to go to another green destination of the Enchanted Forest. There the greatest emphasis is on the fairy tales, natural heritage and family experiences.

The picture book can also be read later at home with the child. There is also an option of scanning a QR code, which takes readers to web page where they learn and test their knowledge about natural heritage, the Vintgar gorge, animals, plants, and Hom hill in a fun and educational way. The aim of the quiz is to restore the story in another, digital way.

<https://zacarangozd.si/>



5. Digitalization of plants at Garden Kržišnik

Duration: 4. 4.-31. 7. 2022

The garden and gallery of Tomaž Kržišnik from Žirov combines nature, art and cuisine.

The gallery was founded by the academic painter Tomaž Kržišnik, and the garden is the legacy of Jutta Krulc, a pioneer of garden architecture in Slovenia. The extraordinary garden presents perennials, shrubs and trees to the public. Various musical and artistic events take place in the garden throughout the year. Team member Tadej Kržišnik is the head chef, who includes plants in his superb culinary and ensures unforgettable culinary experiences.

With the project the team connected with the designer and together they upgraded the offer in the direction of sustainability of the presentation for visitors. The plants in the garden were digitized and presented via QR codes on the tables presenting the plants in the garden. They paid a lot of attention to the design and visual appearance of the presentation.

<https://www.krzisnik.eu/>



6. Preparation phase for Music camp at the homestead Tešnak

Duration: 19. 4.-31. 7. 2022

The smaller grant was dedicated to part of the preparation phase of Music children's summer camp at the homestead Tešnak in Poljanska valley. The music camp promotes children's healthy development in a relaxed and educational experience in the form of a five-day Music Camp. The mentoring team consists of ten volunteers - young musicians and nature conservationists. The main theme is the connection between human and nature. At the camp, they learn songs, dances, handicraft skills and explore nature. At the handicraft workshops all the participants prepare the scene and costumes for the final performance together. They perform the musical fairy tale at the public closing event. All music and dance workshops, evening get-togethers by the fire and the final performance are accompanied by musical mentors on their instruments. The camp is held at homestead Tešnak, in a peaceful and natural environment, which provides the opportunity for all the activities, and also supports the idea of connection with nature. All meals will be prepared and produced by the homestead or the surrounding organic farms.

The preparation phase focused on appropriate training of mentors for the quality implementation. This includes writing a musical fairy tale and setting it to music, musical exercises and preparing for workshops. In order to treat children in a quality and relaxed manner, mentors participated in training with experts from various fields (social pedagogy, psychotherapy, psychology, etc.) and develop social and emotional skills.

<https://homestead-tesnak.com/>



B3.3 Evaluation and main results

Self-evaluation by RDA Green Karst and RAS

Implemented pilot action 2 Hybridization of CCI and Tourism sector in Slovenia was a successful one. Through open call we reached even more of the beneficiaries we expected and the level of the projects was high. As an organization of the management we estimate that the whole process was well performed since all the projects were fully implemented and all the reports were confirmed. Also the communication with all teams was constant and open. We learned that as we also address tourism sector it would be better to implement projects before high season so the multidisciplinary teams could test their projects right after the developments phase. For better visibility of the projects it would be necessary to have some additional budgets to promote all the projects and their results.

We would like to keep the format of public Open call for the future. For the execution additional funds would be necessary. Alternative source of funding could be including open call to the yearly program for region / local community to co-finance it as part of strategic development of sustainable tourism of local / regional communities.

Feedback from the end-users

After implementing all the pilot action, RDA Green Karts and RAS prepared a feed-back survey to collect evaluations from the beneficiaries.

9 answers were received from beneficiaries - 4 working in tourism sector and 5 in CCI sector.

- 7 out of 9 participants declared that already knew the voucher granting organisation (RAS or RDA Green Karst)
- Most of them (77.8%) already knew their partner company
- And they stayed very satisfied by their cooperation
- As for how they were informed about the Open Call for the Voucher Schemes, 66.7% responded that they received the information via email, 55.6% were informed through their friend environment and 33.3% saw it in partner's project website.
- According to their responses, the most stimulating element of the Call was the grant amount itself (77.8%) and then the recognition support of the project (33.3%).
- With regards to the process followed, the participants found it relatively easy.
- As for its duration, the process was evaluated as satisfactory.
- Overall, the companies that took part in the pilot action highlighted the importance of this kind of cooperation programmes and declared that they would most probably take part in such an initiative in the future.

The **positive elements** that the participants found in the whole process were the following:

- Above all, focus on the successful implementation of the project and successful cooperation with all involved.
- The partner prepared a very good project, which we easily joined, and the RAS provided excellent support.
- Networking
- Responsiveness of coordination



- It is clear what the application requires from us. The application form was meaningful and understandable.
- I appreciate that fewer projects were selected, which therefore received higher funding, with which something could actually be achieved.
- Cooperation with tourism, fast responsiveness of the organizers, the organizers were always available, quality attitude (not too official and cold) ... positive)
- Cooperation, networking, promotion at the event.
- Cooperation with a partner. New knowledge.
- Possibility of promotion abroad.

The **difficulties** faced during the process are described below:

- Participants' sickness
- Vacations during the period
- A long time between trainings and open call

Their **recommendations for improvements** for a similar future initiative were:

- More financial resources.
- Greater responsibility of the other sector in the project.
- A clearer list of all expected attachments - maybe there could be a tick list on the application form as well? There are a lot of attachments and you quickly forget something.
- More flexibility in project applications.

B.4_IMPLEMENTATION OF PP8-CIDEA'S PILOT ACTION

B4.1 Methodology followed

The open call has been published: 15.04. 2022

The open call is closed: 30.04. 2022

We got:

Cidea - 1 project idea

Selection phase:

The Commission for the selection of project ideas was chosen on the basis of the CCI4TOURISM project team. The members of the commission approved the submitted project idea for implementation. The final decision on the selection was made on May 03, 2022.

Cidea confirmed 1 project: VR Banjaluka 360°.

B4.2 Outcomes of the pilot activity

List of selected companies

#	Protocol number	Tourism Company	CCI Provider	Voucher
1	Public call no. 01- 307/22		Last Minute Change LMC	1840€

VR film Banjaluka 360° is a project proposal selected as part of Pilot action 2 of the CCI4TOURISM project. The City Development Agency - CIDEA has published a public call for "Hybridization of tourism and the cultural and creative industry sector as part of the CCI4TOURISM project to connect the cultural and creative sector with companies operating in the tourism sector". The project was designed with the aim of increasing the capacity and influence of the cultural and creative sector on several levels, and one of them is the connection with the tourism sector and the improvement of tourist products and services that meet the principles of sustainability and development of Bosnia and Herzegovina. This pilot action was carried out with the aim of networking companies operating in these sectors for the joint implementation of innovative cultural and tourist products and services. The selected project consortium jointly realized the VR Banjaluka 360° project as an innovative idea for networking and intersectoral cooperation. Emphasis is placed on the sustainability of the project proposal even after the end of the project. This project opens up new opportunities for cultural and creative people from our area and their connection with the tourism sector, improvement of tourist products and services that meet the principles of sustainability of the development of cultural and creative tourism. The idea of the VR Banjaluka 360° project will, we hope, encourage creative people to make more VR films with different themes and thus present the rich content of our city and attract tourists. Our goal is to enable viewers through VR films to feel that they are at the filming location and to fully experience our city and want to visit it.



B4.3 Evaluation and main results

Self-evaluation by CIDEA

The VR Banjaluka 360° project proved to be an effective link between the culturally creative sector and the public. Given that IT technology is being used more and more, and when we all want to visit a place or travel somewhere, we first try to get to some interesting places via the Internet. we will attract tourists. We believe that more VR films like this should be made with some other interesting locations, as well as presenting our local cuisine and restaurants for going out, as this is the most effective way to reach the general public. The VR Banjaluka 360° project team has the opportunity to continue cooperation in the future because it proved to be an excellent opportunity for the exchange of knowledge, experience and networking between the culturally creative and tourism sector and the public.

Feedback from the end-users

- 3 out of 5 participants declared that already knew the voucher granting organisation (CIDEA)
- Most of them (77.8%) already knew their partner company
- And they stayed extremely satisfied by their cooperation
- As for how they were informed about the Open Call for the Voucher Schemes, 40% responded that were informed through their friend environment, 40% found the information in the social media and 20% saw it in partner's project website.
- According to their responses, the most stimulating element of the Call was the opportunity to collaborate with other companies (60%), followed by the visibility provided by the managing organisation (40%).
- With regards to the process followed, the participants found it quite easy.
- As for its duration, the process was evaluated as satisfactory but relatively short.
- Overall, the companies that took part in the pilot action highlighted the importance of this kind of cooperation programmes and declared that they would definitely take part in such an initiative in the future.

The **positive elements** that the participants found in the whole process were the following:

- Cooperation with other partners from CCI
- Getting to know people from other areas of activity and promotion of your city
- Collaboration and merging of creatives from various fields.
- Connecting people from the CCI sector, promotion and the possibility of further cooperation
- Networking with partners and work on improving the tourist product

According the responses, there were **no difficulties** faced during the process, nor significant **recommendations for improvements** for a similar future initiative.

B.5_COMPARATIVE ANALYSIS OF PILOT ACTION 2

What worked well

In general, all the pilot actions in all three regions were well implemented. In the process of preparation of guidelines and open call itself participating partners discussed differences between the areas and adjusted Open call to local / regional specifics. That was crucial factor that pilot actions were well implemented. Each partner independently implemented whole pilot action process - in Slovenia partners PP5 and PP6 collaborated more closely since they published common open call. After all funded projects were implemented, partners met for the peer review and experiences exchange.

AGRRA's Summer Art Festival project has proved to be an effective link between the CCI industry and public. Also, the Festival will become a permanent tourist offer in Zadar County. The Festival offers the possibility of enriching the tourism sector of our region and raising cultural awareness of the public. The most effective way of achieving greater participation and reaching a wider audience in the future is to hold the Festival in later evening hours and the placement of more budget-friendly products at the exhibition. The Summer Art Festival Project team has the opportunity of implementing it in the future as it has proved to be an excellent opportunity for exchange of knowledge, experience and networking between CCIs, tourism sector and the public. They are able to apply under the public calls of Zadar County and the Croatian Ministry of Tourism which can be an alternative source of funding for the Summer Art Festival in the future.

The VR Banjaluka 360° project showed excellent cooperation between partners from different sectors. Digital services do not have an expiration date, so the video will always be available to potential tourists in search of a new adventure, and we are satisfied with the number of views for this short period after the film was released and with user comments.

Implemented pilot action 2 Hybridization of CCI and Tourism sector in Slovenia was a successful one. Through open call we reached even more of the beneficiaries we expected and the level of the projects was high. As an organization of the management we estimate that the whole process was well performed since all the project were fully implemented and all the reports were confirmed. Also the communication with all teams was constant and open.

Issues and difficulties

AGRRA's Summer Art Festival project was held in July during morning hours so the weather was too hot causing less participants to visit the Festival. Also, not all available media channels were used so the dissemination was not that effective. Lastly, the products were not budget-friendly for all the visitors causing less prospect of sales for the CCIs.

The only drawback is that VR films cannot be watched for more than 5-7 minutes with glasses, so not all the locations that I would like to show are represented in the film

For sustainable development of CCI-tourism projects a great focus should be put on keeping and creating new connections between sectors. As learned, the format of the open call was very successful the risk not publishing it in the future is a lack of funds for granting new projects. The risk for sustainable future of the projects implemented is that the promotion

will be absent also in the level of destinations and the products / services developed will not be successful on the touristic market.

Lessons learnt

AGRRA's Summer Art Festival project has taught the partners that networking enhances visibility, adaptation of a new type of cooperation between CCIs and tourism sector is needed, also, every new manifestation is a benefit for the tourism offer and knowledge exchange between CCIs is needed so that it can be replicated in their work scope.

CIDEA has seen from the VR film Banjaluka 360° project that excellent ideas can be reached by networking companies and exchanging knowledge and experiences.

When addressing tourism sector, it would be better to implement projects before high season so the multidisciplinary teams could test their projects right after the developments phase. For better visibility of the projects, it would be necessary to have some additional budgets to promote all the projects and their results.

Missing elements

AGRRA's Summer Art Festival project has taught us that motivation is needed for new terms of cooperation in the future, and the need for enhancing visibility of CCI sector to achieve successful cooperation and networking in their future endeavours is obvious.

After the implementation of the pilot action, Cidea believes that there is a lack of better promotion of the cultural and creative industry sector and their cooperation with the tourism sector. The possibility of daily use by potential users of VR technology is also missing.

The sustainable development is in its upraise. The interdisciplinary work in traditional tourism sector needs to be encouraged and still there is a lack of sustainable connections between sectors. For constant work and development stable financial sources are missing. And for better visibility of all high-quality projects better promotion is needed. Projects and services need to be included in the destination's offer in long term and the connections and relationships created needs to be nurtured in future.

FINAL CONCLUSIONS AND KEY TAKEAWAYS

The 2 CCI4TOURISM partners (KEPA and FEP) followed the same methodological framework for implementing Pilot Action 1 “Vouchers to foster cooperation between CCI and tourism industry”. They both used multiple communication channels to promote the call, although KEPA focused only to the private sector, whereas FEP addressed the public sector as well. Also, there have been certain differences in running the process, in relation to the timeline, to the digitalized tools used, to the evaluation of the application and of the projects’ results, and to the way of communicating with the beneficiaries.

Pilot Action 1 has been assessed as efficient in achieving short-term results by fostering synergies between the tourism and the CCI sector, through small amount vouchers. From administrative point of view, the partners involved highlighted the existence of already existing process guidelines, which provided an effective monitoring especially when more digitalized. The basic challenges have been the limited time to run the whole process (mainly due to Covid-19 and to the seasonality in tourism) as well as the low interest of private companies to join the voucher schemes. At long-term, the organisations that implemented the Pilot Action strongly believe in its potential of being transferred, adjusted or widened; in case they have the opportunity to implement anything similar in the future, they will retain the simplified digital administrative process with a longer duration, will put more focus on engaging more companies through targeted promotion campaigns. Both partner organisations (KEPA & FEP) have expressed their intention to initiate similar - but improved - voucher schemes’ processes in the near future.

From the part of the beneficiaries, the importance and the impact of such kind of initiatives has been highlighted. Despite a few practical constraints (limited time, financial procedure), the end-users are absolutely in favour of continuing similar programmes to support cooperation schemes from different sectors.

During the exchange of experience / peer review among the 2 partner organisations, the importance of disseminating the results of the Pilot through various channels within and across the regional ecosystems was highlighted. The partners proposed to assess the actual impact that the pilot activities had on the companies and organisations that participated in the voucher schemes (e.g. in terms of gaining experience, of expanding their operation etc.) and to measure the quality of the projects’ outcomes in relation to their end-users. Moreover, building a mechanism of matching and creating synergies (also between regions and countries across the ADRIATIC) should be considered, as well as expanding the register of CCIs at regional level and also creating an equivalent regional register of tourism companies.

In terms of replicability, this process of voucher schemes can have a positive effect on the targeted companies, especially if it refers to small activities that will assist their operation; thus, such an initiative could be repeated through the hub network of CCI4TOURISM project and could also be further used to address other sectors as well. In case of running the same voucher programme in the future, a simplified application (online-digital) and a less administrative burden throughout the whole process should be foreseen. Also, the organisers must provide motivation to the CCIs to enter the register by informing them from the beginning about the upcoming call for vouchers.

Pilot Action 2 “Hybridization of CCIs and tourism traditional actors” has been assessed by the partners involved, as a great opportunity to enhance interdisciplinary cooperation and exchange of knowledge, with a view to create a permanent touristic offer. More promotion and visibility could have been accomplished (e.g. through higher engagement by the media) with a wider participation/representation of all parts of the dedicated areas. With an eye to the future, such initiatives should continue and expand with more CCIs participating and additional funds to co-finance the projects.

The other actors that took part in the pilot seem to have enjoyed networking and collaborating with new partners and other sectors, acquiring new knowledge and promoting their work.

The 4 CCI4TOURISM partners (AGRRA, RDA Greek Karst, RAS and CIDEA) had already discussed the differences between the areas even when preparing the guidelines for implementing the pilot. All the pilots implemented in the 3 countries were successful, as they: enhanced an excellent cooperation between partners from different sectors; provided a space for exchange of knowledge, experience and networking between CCIs, tourism sector and the public; initiated a permanent tourist offer to attract potential tourists; contributed to enriching the tourism sector of the regions and in raising cultural awareness of the public.

Following the positive results from the activities implemented, it would be worth to continue such initiatives in the future, searching for alternative funding sources (national, regional etc.). Taking into account the evaluation of these pilots, there should be certain adjustments in their possible future replication, by taking measures to reach wider audiences and achieve greater participation (through making use of more dissemination channels, reassuring better-priced products, promoting more touristic locations, testing the projects with the end-users, exploiting new technologies etc.).

In order to keep the sustainable development of CCI-tourism projects, creating and maintaining networking connections and new forms of cooperation between sectors is crucial. This interdisciplinary work stimulates the exchange of knowledge and experience, enhances promotion and visibility and facilitates the design of new tourism destinations offers.

Overall, despite the different scope of each Pilot Action (vouchers to foster cooperation between CCI and tourism industry & hybridization of CCIs and tourism traditional actors) or the different country/region/city, such kind of initiatives provide an added value at multiple levels (private sector of tourism and CCIs, local/regional ecosystem, region or city as creative place and touristic destination). If the results of CCI4TOURISM Pilot Actions are effectively exploited (keeping and adjusting the already formats of interdisciplinary synergies and voucher schemes, as alternative forms of funding cultural projects), they can become a valuable input for designing the new local/regional/national programmes and projects related to Tourism and to Cultural & Creative Industries.

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