

# NEWSLETTER

Interreg  
Europe



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**TOURBO**

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



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### KICK-OFF MEETING IN SEVILLA

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All TOURBO partners made their way to the Spanish city of Sevilla during the 27-28 June 2023 for the official project launch.

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An important feature of Interreg Europe projects is the connection between the regional stakeholders. This initial meeting within the first semester of the project allows for important project dissemination and brainstorming.

### THE SEMESTER OF STAKEHOLDER MEETINGS

### PROJECT TOURBO INFORMATION

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Find out more details regarding our project. Also the chance to follow and stay up to date through our multiple social media outlets and also the opportunity to subscribe to our newsletter.

# TOURBO KICK STARTS UNDER THE WARMTH OF SEVILLA.

By Ben Taylor



As the eight TOURBO partners descended on the City of Sevilla, it was therefore time to get this Inter-Regional project underway. Over the 2-day event (27-28 June 2023), the 8 project partner representatives and invited stakeholders enjoyed the opportunity to officially launch the 3-year Interreg Europe project.

The TOURBO project aims at “Boosting the transition pathway of MSMEs in tourism with green and digital transformation”.

## TOURBO IN SHORT

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

During the kick-off and official launch meetings, TOURBO partners took the opportunity to introduce their teams, stakeholders and the ecosystem characteristics that look to be included throughout the duration of the project cycle. As a group we reviewed the project elements and also the communication plan that has been planned. Partners in the TOURBO Project include:

- Seville Official Chamber of Commerce, Industry and Navigation - Lead Partner (Spain)
- Lapland University of Applied Sciences (Finland)
- Chamber of Commerce and Industry – Vratsa (Bulgaria)
- Marche Region & NBSP (Italy)
- North Aegean Region (Greece)
- Experience Bremerhaven, Tourism, Marketing and Events Company (Germany)
- PORA Regional Development agency of Koprivnica Križevci County (Croatia)
- Donegal County Council (Ireland)



Photo above: TOURBO Partners during Sevilla project launch meeting.  
Photo credit: Camara Sevilla

Photo below: TOURBO regional stakeholders enjoying good practice exchange in Sevilla city.  
Photo credit: Camara Sevilla



# THE SEMESTER OF STAKEHOLDER MEETINGS

## »»» PORA DEVELOPMENT AGENCY HOST LOCAL STAKEHOLDER MEETING

The meeting was organized by PORA Regional Development Agency of Koprivnica Križevci County and was attended by the representatives of Tourist Bord of Koprivnica Križevci County, Koprivnica Tourist Bord, Križevci Tourist Bord, Đurđevac Tourist Bord, Dravski Peski Tourist Bord, Koprivnica Križevci County, Administrative Department for Economy, Communal Services and Agriculture, Croatian Chamber of Commerce - Koprivnica County Chamber and Chamber of Crafts of Koprivnica Križevci County.

[Full article HERE.](#)

## »»» MARCHE REGIONAL GROUP OF STAKEHOLDERS MEET TO DISCUSS TOURBO

In details, "Tour Operators and Agencies for Incoming in Marche" (OTIM) and "Tourist Consortia and associations for Incoming in Marche" (CATIM) were contacted and invited to online info-sessions on the TOURBO project. Two online meetings with Marche regional stakeholders were held in April and May 23: the stakeholders were introduced to the TOURBO project activities and expected results. Additionally, an online survey was launched to assess their perception and expectations in relation to the project focal topics of "Green and digital transformation" applied to the tourism sector #greentourism #digitaltourism. The survey results highlighted the stakeholders' interest to the TOURBO main topics as well as the need to improve public policies on sustainability #tourismpilotprojects.

[Full article HERE.](#)

## »»» TOURBO FOR SUSTAINABLE AND DIGITAL TOURISM IN BREMERHAVEN EU PROJECT FOCUSES ON FUTURE ISSUES FOR TOURISM CONCEPT

The tourism industry is also facing two key challenges in the maritime city: minimising its environmental impact and adapting to the fast-moving digital landscape. The Interreg Europe project TOURBO illustrates the industry's committed approach to combining sustainable practices and the potential of digitalisation to shape a future-proof sector. TOURBO aims to support Bremerhaven's tourism concept with numerous tourism partners.

[Full article HERE.](#)

# PROJECT TOURBO INFORMATION

## >>> PROJECT SUMMARY

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

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

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

8 partners will:

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



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

## A few numbers



1,929,669 €  
budget



01 Mar 2023-  
31 May 2027



8 partners

OUR SOCIAL MEDIA:

