Agenda

1. News from the European Cluster Collaboration Platform
    Nina Hoppmann, *Team Member European Cluster Collaboration Platform*

2. Implementation of the Transition Pathway for Tourism
    Miguel Vaz Alexandre, *Policy Officer, DG GROW, European Commission*

3. Insights on the Tourism Ecosystem from the Trend Universe
    Alexander Ettinger, *Associate Partner, in-manas*

4. Panel debate
    Benoît Robert, *Director, Cluster Montagne*
    Gordon Sillence, *Executive Director, Ecotrans*
    Klaus Ehrlich, *General Secretary, RURALTOUR – European Federation of Rural Tourism*
    Luís Campos, *EU Affairs Manager, Turismo de Portugal*

5. Funding opportunities
    Nina Hoppmann, *Team Member European Cluster Collaboration Platform*

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Housekeeping rules

Zivile Kropaite, presenter

- We will use **slido** to launch polls. Please scan the QR code to answer.

- Please use the **Zoom Q&A function to ask questions,** and the **chat function** to comment or share links.

- If you want to speak: Please **raise your hand** and we will give you the floor.

- Please note that the session is being **recorded** and that the recording will be **published** on the European Cluster Collaboration Platform.

**NEWS FROM THE
EUROPEAN CLUSTER COLLABORATION PLATFORM**

Register for Clusters meet Regions in Graz, Austria

Anchored in the theme of **Tradition Reinvented**, the event aims to explore how clusters can spearhead transformative shifts towards a climate-neutral, digital future, aligning with European sustainability goals.

As part of the **Clusters Meet Regions event in Graz, Austria**, a matchmaking event will take place on **18 June 2024**.

Registration is still open until 16 June!

Save the date for the upcoming Clusters meet Regions!

CLUSTERS MEET REGIONS — PALMA DE MALLORCA, SPAIN | 24·25 OCTOBER 2024 — SAVE THE DATE

CLUSTERS MEET REGIONS — HEILBRONN, GERMANY | 13·14 NOVEMBER 2024 — SAVE THE DATE

CLUSTERS MEET REGIONS — CHARLEROI, BELGIUM | 27·28 NOVEMBER 2024 — SAVE THE DATE

Apply for EU-Canada Matchmaking

The **EU – Canada Matchmaking Event** will take place **will take place on-site in Montreal, Canada, on 10-12 September 2024** in the context of the ALL IN Event (Artificial Intelligence).

It will provide participants an excellent chance to promote Cluster to Cluster (C2C), Cluster to Business (C2B), and Business to Business (B2B) collaborations between EU/COSME countries and Canada.

Focus areas: Artificial Intelligence, Advanced manufacturing, Digital Technology, Quantum Technology

Apply for EU-Singapore Matchmaking

The **EU-Singapore Matchmaking Event** will be held in the context of the **Singapore International Energy Week** on **21-25 October 2024**.

It will provide participants an excellent chance to promote Cluster to Cluster (C2C), Cluster to Business (C2B), and Business to Business (B2B) collaborations between EU/COSME countries and Singapore.

Focus areas: Clean Energy and Green Tech, eMobility, Sustainability in Digital Tech, Energy Transition Financing

Save the date for EU-India Matchmaking

Explore the Trend Universe: Open to all users from the EU!

Trend Universe: Use case of a cluster organisation

Join the webinar on ECCP Trend Universe where we explore the use case of a cluster organisation! Learn how cluster organisations can create a trend radar for a specific region and ecosystem and how they use insights and recommendations from the tool in their work and future planning.

25 June, 15:00 – 16:00 CET
[Register](#) for the session!

Get inspired by the Cluster Solution Library

Find in-depth reports from across Europe on clusters that are drivers for the twin transition in their regions.

For example: Thermal-Health Industrial Cluster, Hajdú-Bihar, Hungary
Tackling Green Transition in the Health Tourism Industries
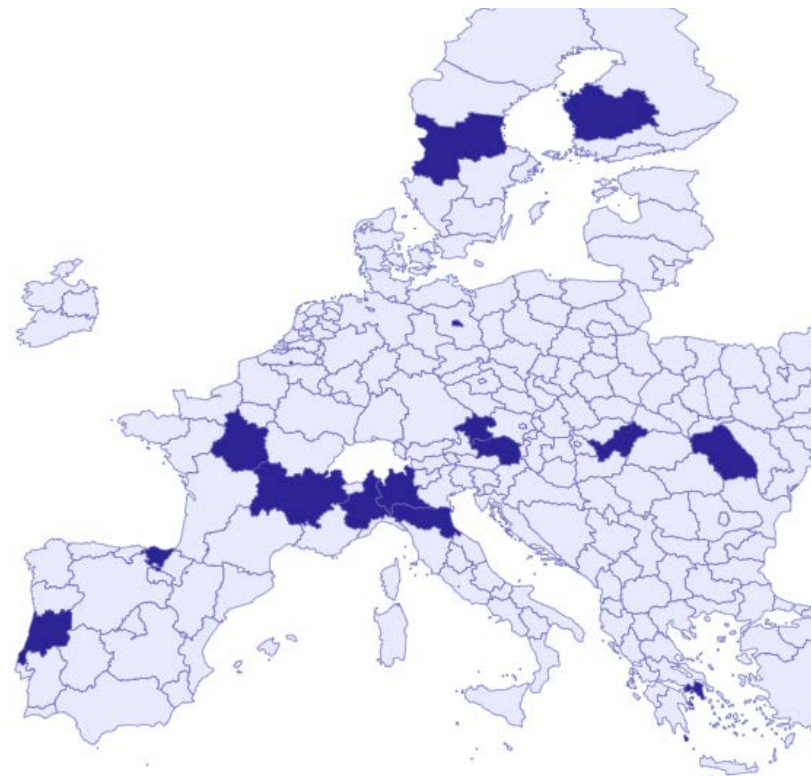
Implementation of the Transition Pathway for Tourism

Miguel Vaz Alexandre
Policy Officer, DG GROW, European Commission

Where do we stand with the transition of EU tourism?

Tourism & Textiles Unit
Directorate General for Internal Market, Industry,
Entrepreneurship and SMEs (DG GROW)
European Commission

Tourism Transition Pathway and Stocktaking report

2021 (8 months)

Co-creation with stakeholders

2 publications per year

Publication of **Transition Pathway for Tourism**

Feb 2022

Pledges & commitments from stakeholders

MS endorse through **EU Agenda for Tourism 2030**
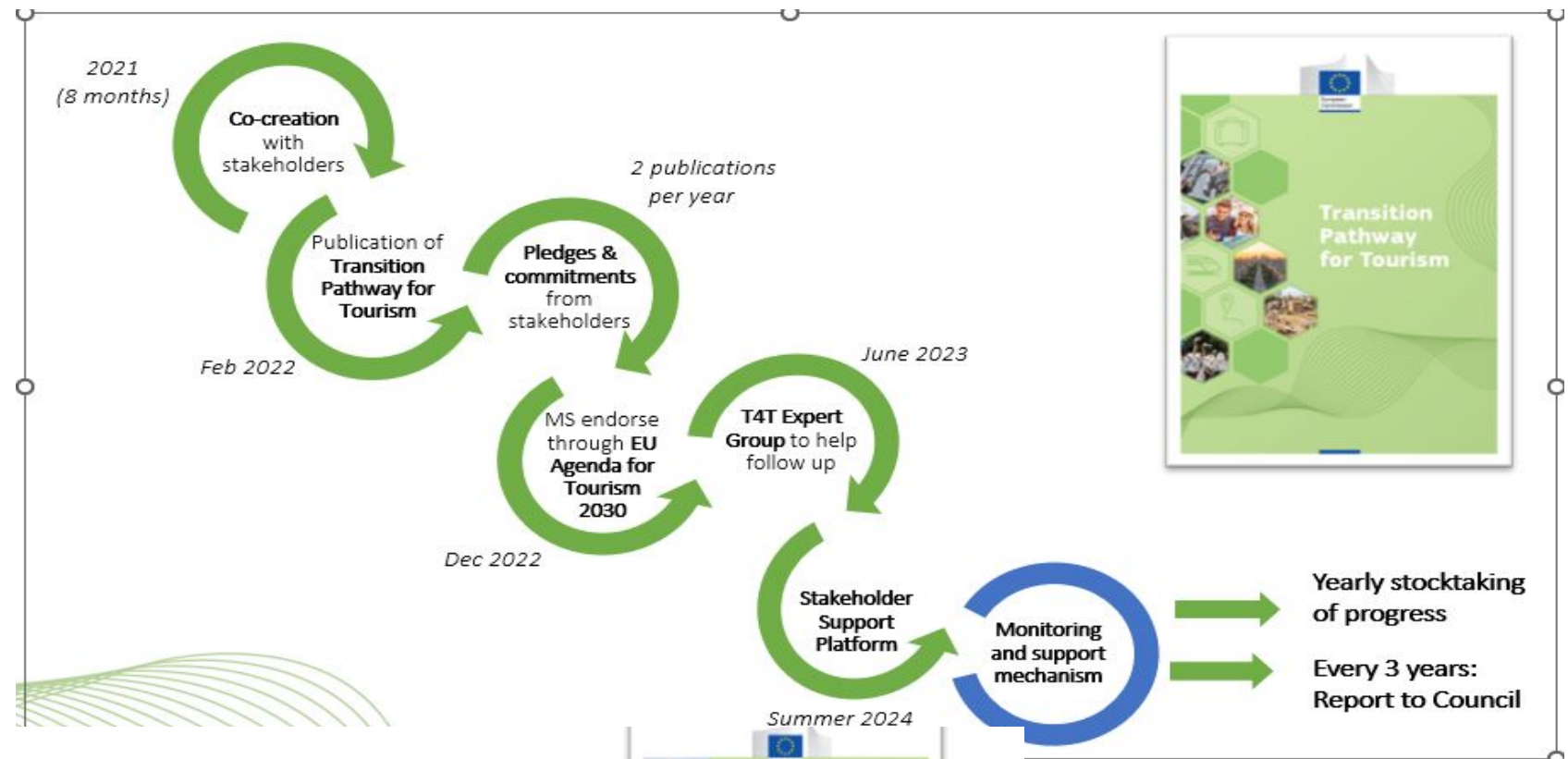
Dec 2022

T4T Expert Group to help follow up

June 2023

Stakeholder Support Platform

Monitoring and support mechanism

Summer 2024

Yearly stocktaking of progress

Every 3 years: Report to Council

Transition Pathway for Tourism

State of the art summary of recent policy developments

Go to guide for recent data and statistics

Evidence of real actions across MS, public and private actors, individuals

Inspiration for decision-makers, collaborators and managers to transition towards new ways of tourism

Best practice examples from diverse practitioners

Transition pathway for tourism: Taking stock of progress by 2023

Available at
Publications Office website

European Commission

Tourism Transition Pathways: How pledges work

Submission

Analysis

- Revision of pledges

Publication
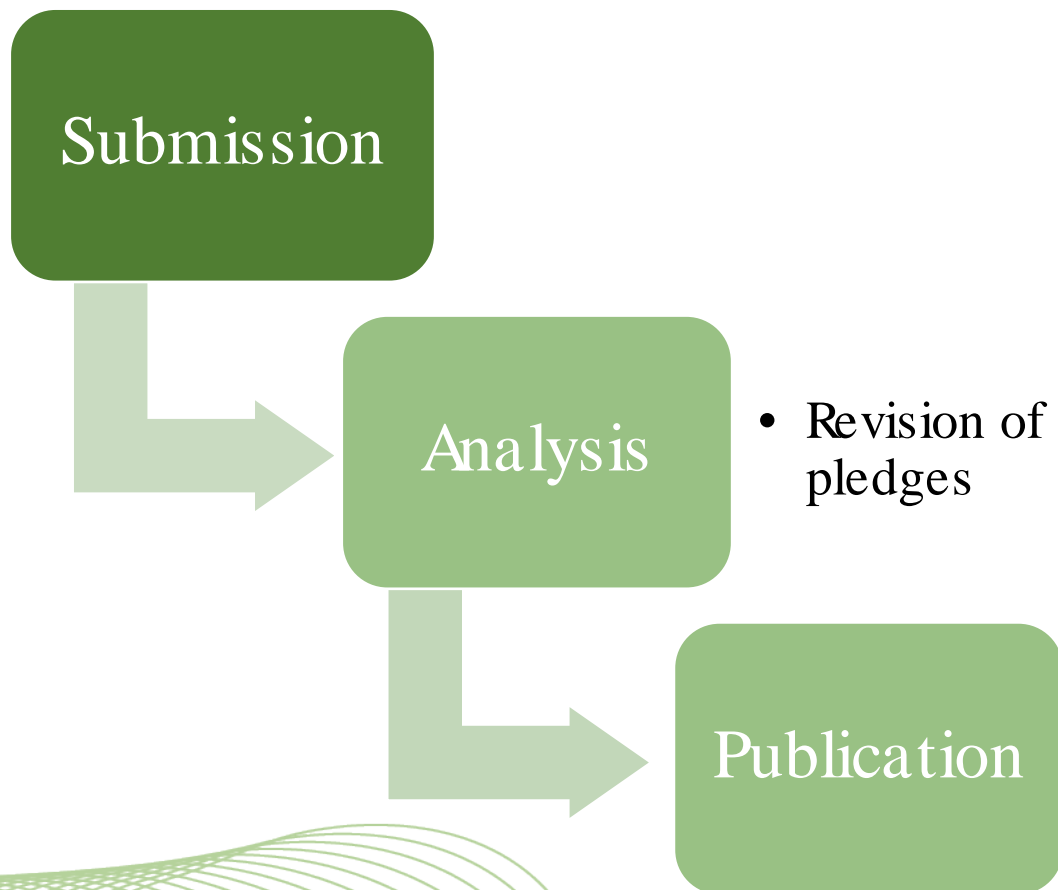
- Pledge submission ≠ legally binding obligation
- Commitment <u>must be aligned</u> with the topic of the Transition Pathway
- Be as <u>concrete</u> as possible
- Provide <u>future-oriented targets and dates</u>
- Save your <u>contribution ID</u>

European Commission

Tourism Transition Pathways: pledge progress overviews work
(2024 compared to 2023 - **based on information collected through MS reporting, pledges and T4T Expert Group**
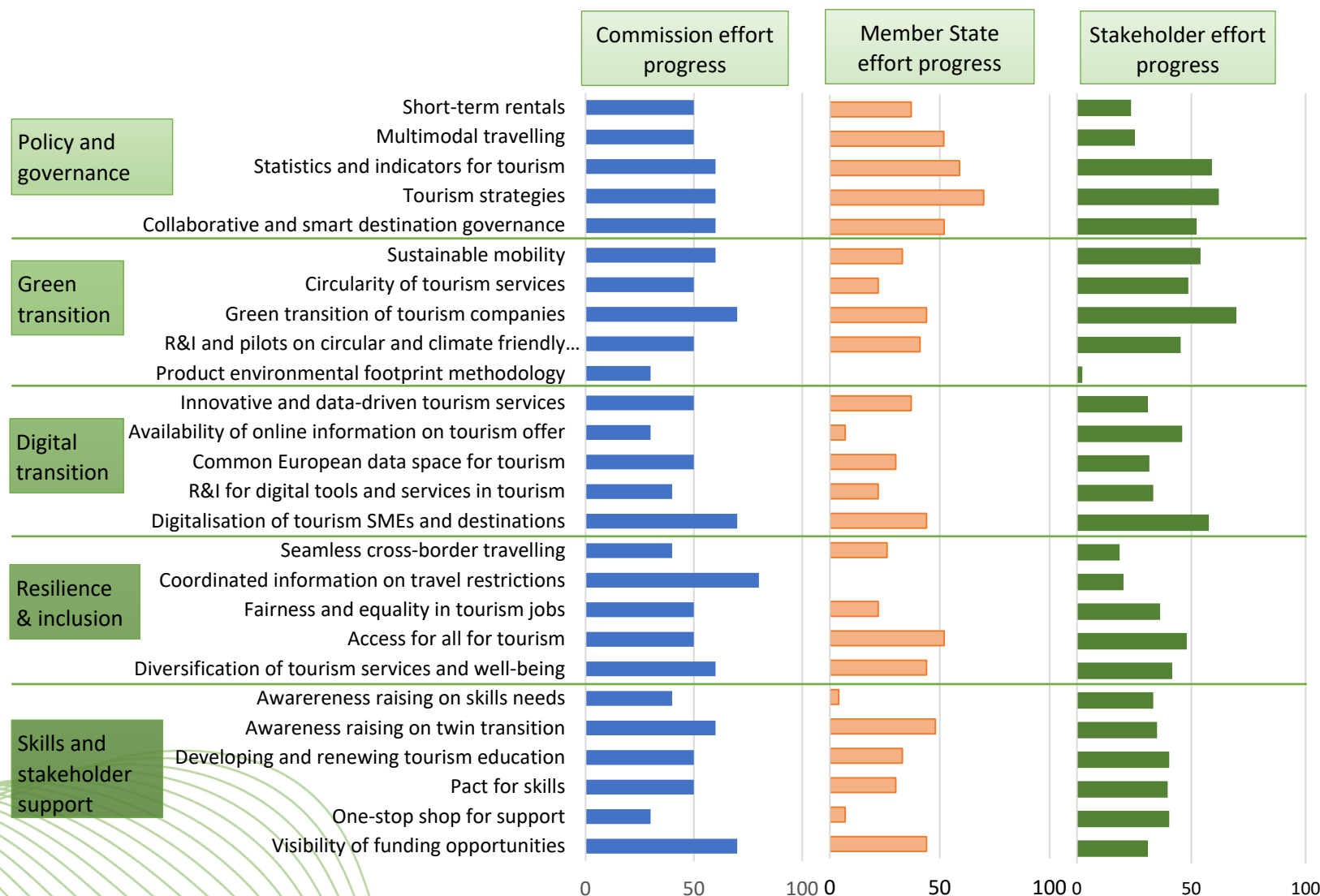
Concrete measures by the European Commission

- Several new/revised **legislative** proposals

  Short Term Rental Regulation, Passenger mobility package, Package Travel Directive, Fit for 55 package, Waste Framework Directive, Packaging and Packaging Waste Directive, Empowering Consumers for Green Transition Directive, Green Claims Directive, Digitalisation of Schengen visa procedure, Corporate Sustainability Reporting Directive, European Disability Card Directive, EU Talent Pool, ...

- **Policy** initiatives and support measures

  Smart Tourism Capitals, Green Pioneer of Smart Tourism, EU Tourism Dashboard, Common European Data Space for Tourism, EU Declaration on Cycling, ...

- **Funding** for tourism ([Guide on EU funding for Tourism](#))

  EU Single Market programme (providing direct assistance to SMEs), Pilot projects and studies (with European Parliament support), Urban Agenda Partnership on sustainable tourism, Technical Support Instrument, Funding across several programmes (Horizon Europe, Erasmus+, ERDF, ...)

- Continuous **support to SMEs and companies**

  Enterprise Europe Network, Erasmus for Young Entrepreneurs, EU ecolabel, EU Eco-management and Audit Scheme, European Digital Innovation Hubs, EU cluster collaboration platform, EURES portal

Concrete measures by Member States

- Multiannual workplan under the **EU Agenda for Tourism 2030** with several actions
  - 25 MS reported on their actions through the Tourism Advisory Committee (TAC)
  - [Best practices document](#) on concrete actions by MS
- National public administrations from 11 MS submitted **pledges**
  - mainly on data/measurements & comprehensive strategies
- Updated **strategies/action plans** in 10 MS (since 2022)
  - including economic, environmental and social sustainability
- Well-being of **residents** considered a priority in 17 MS
  - followed by digitalisation for data-driven destination management, diversification of tourism services, reducing environmental impact of tourism services
- **Accessibility** is the most commonly reported measure (14 MS)
  - followed by awareness raising, data and measurements, collaborative destination governance

Concrete measures by stakeholders

- Continuous **collection of pledges** demonstrates engagement across all groups of actors and all topics
  - Over 500 pledges (summer 2024)
  - Pledges coming most often from SMEs (16%), business associations (13%), and DMOs (13%)
- Key achievement: Establishment of the **T4T Expert Group**
  - 3 subgroups: Green transition, Digital transition, Skills Resilience and Inclusion
  - Each subgroup will quarterly lead a topic (constraints, challenges, legislative gaps, etc.) for debate and produce recommendations, reports or conclusions on that subject.
  - Act as a bridge between broader stakeholder community and the Commission
  - Facilitate pledges implementation
  - Support Pathway and EU Agenda 2030 monitoring (stocktaking report...)
  - Community support through Stakeholder Support Platform (content + monthly focus topics)
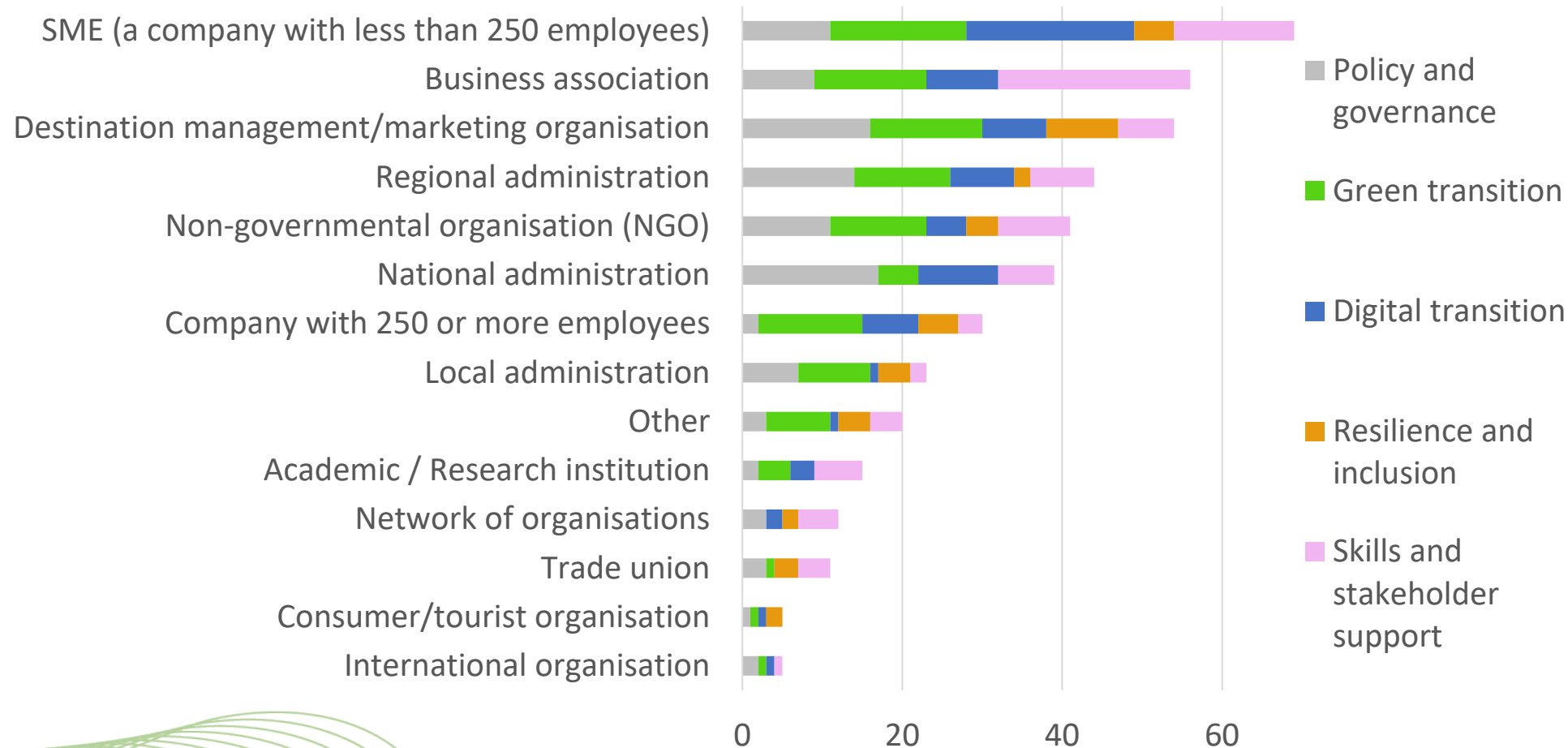
> Next round
> April 2024

> Measuring EU Tourism Environmental Impacts. Setting the frame. - EUROPARC Federation

Pledges by type of organisation

Legend:
- Policy and governance (grey)
- Green transition (green)
- Digital transition (blue)
- Resilience and inclusion (orange)
- Skills and stakeholder support (pink)

Categories (top to bottom):
- SME (a company with less than 250 employees)
- Business association
- Destination management/marketing organisation
- Regional administration
- Non-governmental organisation (NGO)
- National administration
- Company with 250 or more employees
- Local administration
- Other
- Academic / Research institution
- Network of organisations
- Trade union
- Consumer/tourist organisation
- International organisation

X-axis: 0, 20, 40, 60
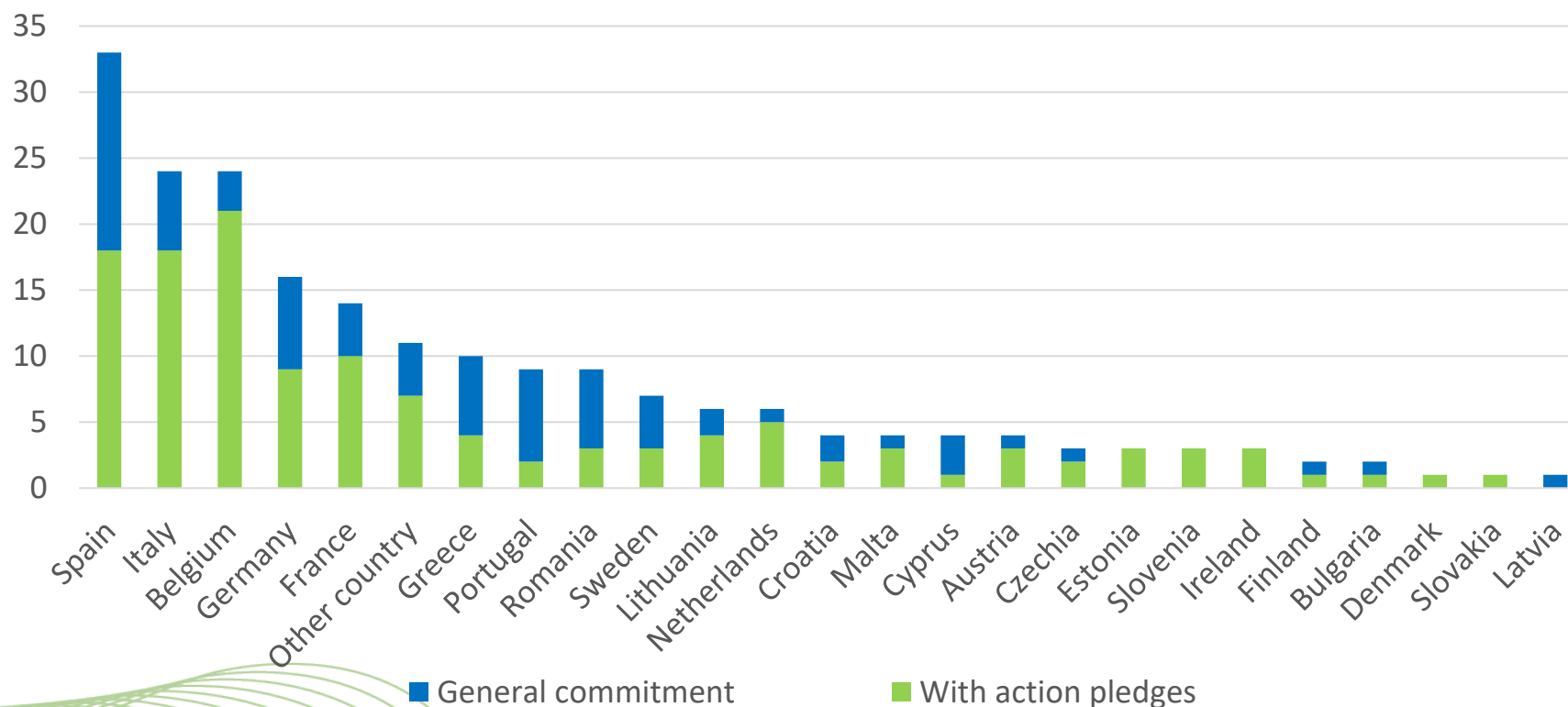
Stakeholder engagement through pledges

204 organisations from 24MS + 10 other countries

Not yet actors from all MS and sometimes 1-2 organisations only

Legend: ■ General commitment ■ With action pledges

First stock-taking exercise has built a basis for annual follow-up, contributing to 3-yearly reporting to the Council on EU Agenda 2030
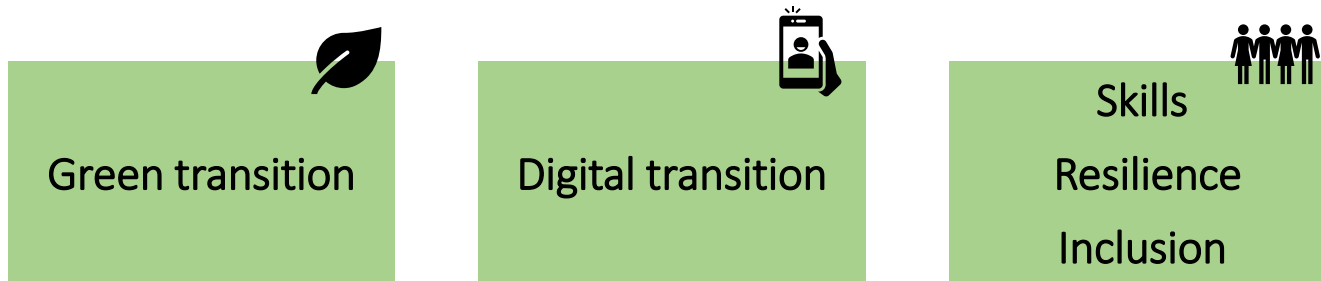
Main Priorities and challenges

- Same as the TTP, this was a co-creation process with inputs from the ecosystem

- **Need for more awareness raising on the Pathway – especially at local/SME leve**l
  - → Motivate SMEs to engage in the transition – why useful and what to do?
  - → Collect more pledges (all MS, different organisation types)

- **Need for specific efforts on skills and digitalisation**

- **Data and indicators are a key need recognised by all (to analyse, make decisions and follow progress) with several dispersed efforts**

- Some **issues have gained in importance** (climate change, energy efficiency, overtourism…) and **could merit new dedicated topics**

- Continue Work with T4T expert subgroups, develop more the EU Tourism Dashboard, revision of EU Tourism statistics Regulation…

Transition pathway for tourism: Taking stock of progress by 2023
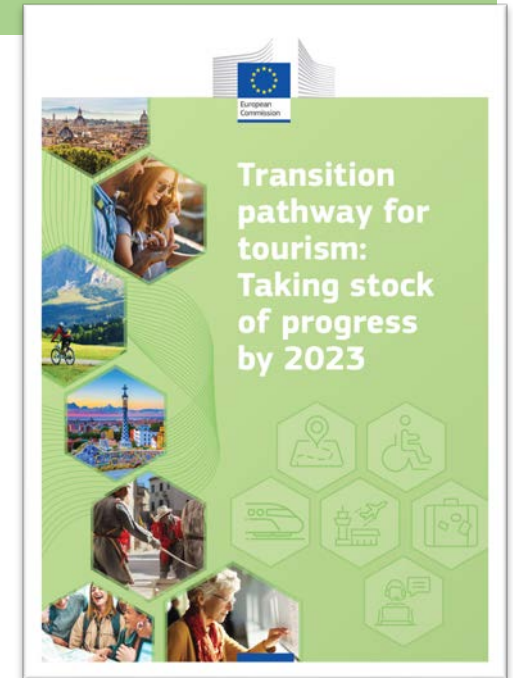
T4T Expert Group (June 2023 onwards, 3-yearly period)

3 subgroups:

Green transition	Digital transition	Skills Resilience Inclusion

Who: +/-50 experts selected through open call representing private and third-sector tourism organisations + 25 nominated representatives of public authorities – all across EU

Objective: Act as a bridge between broader stakeholder community and the European Commission

- Support **monitoring of Transition Pathway and EU Agenda for Tourism 2030** (contributing to stocktaking report with information on stakeholder actions and achievements)

- **Governance of the T4T online community platform** (strategic principles for priorities and activities, content and activity follow-up)

- **T4T online community engagement design**: Designing monthly focus topics – to be implemented by the contractor with webinars, online discussion, focused knowledge articles

- **Support** preparation (advice), follow-up (progress analysis) and visibility (through platform, events) of **pledges and their results**

European Commission

Plans for 2024: Stakeholder Support Platform

- More user-friendly pledge submission and progress follow-up

- Increased visibility and information sharing – news, articles, activities, tailored recommendations and searches

- Monthly focus topics prepared by the T4T expert subgroups (webinars, topic-focused articles, goal-oriented discussions with end summary)

Personally tailored entry page	Map	Calendar	Free search	Section exploration
■ News ■ Articles ■ Best practices ■ Data ■ Reports ■ Studies	■ Handbooks and guidelines ■ Policy ■ Legislation ■ Networks ■ Business support opportunities	■ Pledges ■ Tenders ■ Funding opportunities ■ Webinars ■ Projects	■ Events ■ Courses ■ Collaborative documents ■ Discussion threads	

European Commission

Stakeholders Support Platform

Together for EU Tourism

Collaboration Platform

Pledges and commitments

Resources and connections

Working groups

Facilitated peer activities

Learning opportunities and resources

Funding opportunities

Best practice collections

Relevant platforms and communities of practice

Digital   Green   Resilience
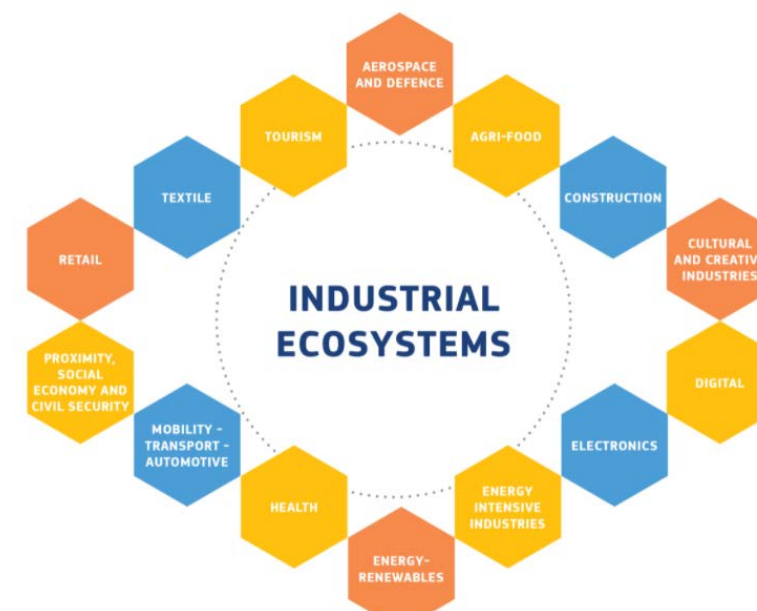
Tourism data; Destination management; Eco-tourism

Problem-solving discussions

Monthly updates on good practices

Online/Offline seminars

Interfaces for other industrial ecosystems

INDUSTRIAL ECOSYSTEMS

AEROSPACE AND DEFENCE
AGRI-FOOD
TOURISM
CONSTRUCTION
TEXTILE
CULTURAL AND CREATIVE INDUSTRIES
RETAIL
DIGITAL
PROXIMITY, SOCIAL ECONOMY AND CIVIL SECURITY
ELECTRONICS
MOBILITY - TRANSPORT - AUTOMOTIVE
ENERGY INTENSIVE INDUSTRIES
HEALTH
ENERGY-RENEWABLES

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Stakeholders Support Platform

	PLANNEDTIMETABLE	
Phase	Action	Time
Development phase	Represent users in interviews and workshops about user needs	December 23 April 24
Testing phase	Internal and selected test user of the platform	May 24
Beta-testing as a mini - community	Implement first focus topic	July-August September 24
Platform available to all stakeholders	Every 4 months T4T subgroup platform "ownership" for a specific topic (rotating between groups)	September/October 2024 onwards

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Stakeholders Support Platform: functionalities

MAIN FUNCTIONALITIES

➢ WHAT'S NEW? latest news, relevant articles, trends

➢ POLICY FRAMEWORK:

✓ **Tourism Transition Pathway** (Green transition, Digital Transition, Skills workers and Resilience, Consumer Protection)

✓ EU Crosscutting Policy and Legislation, as well as general legislation that may impact the ecosystem.

✓ National, regional and local Strategies, Policies and legislation.

✓ Data on tourism flows and services

Stakeholders Support Platform: functionalities

MAIN FUNCTIONALITIES

➢ **GETTING SUPPORT** – EU funding opportunities as well as national funding opportunities:
Funding calls ; support calls ; support resources

➢ **STAKEHOLDERS' ACTIONS** – Submit / consult Pledges ; Best practices ; Successful proj

➢ **KNOWLEDGE AND LEARNING** Training courses ; learning resources ; event resources ;
knowledge documents

➢ **COMMUNITY** - Discussion Forum ; Members ; Workspaces ; Networks, platforms

Stakeholders Support Platform: functionalities

MAIN FUNCTIONALITIES

➢ **MAP** – EU countries

➢ **CALENDAR**

 ✓ Events- conferences, trainings, webinars;

 ✓ Milestones such as future entry into force of legislation; roadmap implementation da etc.

 ✓ Calls (financing)

 <u>All these sections are to be updated frequently by the contractor and by the stakeholders</u>

European Commission

Stakeholders Support Platform: how does it work?

In a nutshell

➢ **You register and select your profile through tick   -boxes**:
Who am I; what are my main activities; which areas and subsectors; my main interests; my objectives; what am I looking for; where; whom.

With this user profile, when logged in, the information will be presented in a tailored way your profile and major interests.

This is a community tool, a one-stop-shop where you can find relevant information regarding your main interest subjects (that you can change and adapt and update at all times) and where you can see EU level information, but also national or regional level, policies, strategies, legislation, funding, calendar, networking, and <u>where you will submit your future pledges that can be displayed, sharing your best practices</u> and promoting a better more sustainable and more resilient Ecosystem

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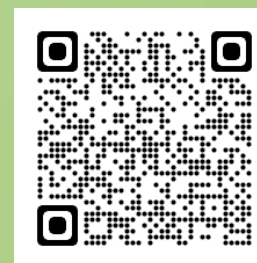
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DG GROW NEWSLETTER

Thank you for your attention.
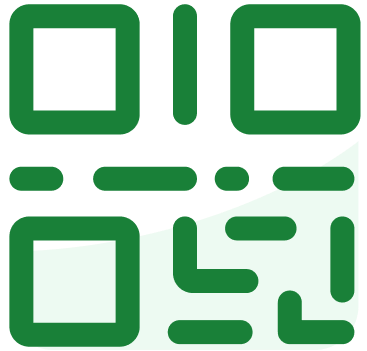
Any comments, questions, doubts contact us:

EU-TOURISM-PATHWAY-2030@ec.europa.eu

Miguel.VAZ-ALEXANDRE@ec.europa.eu

#EUTourism

European Commission

slido

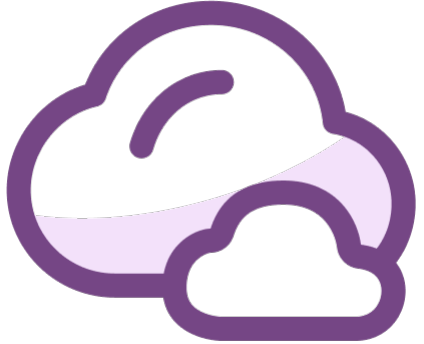Have you previously heard of the Transition Pathway for Tourism?

ⓘ Start presenting to display the poll results on this slide.

slido

How can clusters help in the implementation of the Transition Pathway for Tourism?

ⓘ Start presenting to display the poll results on this slide.

Panel debate

Benoît Robert, Director, Cluster Montagne

Gordon Sillence, Executive Director, Ecotrans

Klaus Ehrlich, General Secretary, RURALTOUR – European Federation of Rural Tourism

Luís Campos, EU Affairs Manager, Turismo de Portugal

FUNDING OPPORTUNITIES

I3 Instrument: Capacity Building Strand 2b

- The Interregional Innovation Investments Instrument (I3) creates **linkages for interregional collaboration** bringing together actors from different EU regions investing in joint innovation projects along S3 priorities and close to the market.

- The present call aims to test new approaches for increasing the capacity of regional innovation ecosystems in **less developed regions** to collaborate in EU value chains.

- As output, Strand 2b projects refer to the **concrete experimentation** of new approaches, solutions and good practices to engage in interregional innovation processes mobilising ecosystems and in particular SMEs. Projects are expected to deliver a **pipeline of potential interregional investments as well as business and investment plans**.

- Topic ID: I3-2023-CAP2b; I3 Action Grant Budget-Based

- Deadline: 14 November 2024

- Published on EU Funding & Tenders Portal

I3 Instrument: Strand 1 and 2a

- The European Commission has launched a call for proposals under the Interregional Innovation Investments (I3) Instrument, funded by the European Regional Development Fund (ERDF), to **support interregional innovation** and the development of EU value chains.

- This call aims to promote **innovation, diffusion, and reinforcement of value chains** through cooperation based on shared priorities and complementary capabilities. The 2024 call is organized into two strands:

  - **Strand 1**: Offers financial and advisory support for **investments** in interregional innovation projects in shared or complementary smart specialisation areas. It targets consortia of innovation actors from regions with varying levels of development and innovation performance.

  - **Strand 2a**: Provides financial and advisory support for interregional innovation projects focusing on developing value chains **in less developed regions**, enhancing their **integration into EU value chains**.

- Topic ID: I3-PJG I3 Project Grants; I3 Action Grant Budget-Based

- Info session on 13 June, 9:30

- Deadline: 5 December 2024

- Published on [The Interregional Innovation Investments (I3) Instrument calls 2024 for Strand 1 and Strand 2a are open - European Commission (europa.eu)](#)

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Expanding Academia-Enterprise Collaborations

- Project results are expected to contribute to a selection of expected outcomes, e.g.:

  - Improved **integration** of research institutions, Higher Education Institutions, vocational schools, and similar organisations into Europe's innovation ecosystems

  - Improved **flows of knowledge, skills, and talents** between educational institutions and other innovation ecosystem actors at various levels of development

  - Improved **skills of all involved ecosystem actors** to increase innovation potential, inter-sectoral mobility, and market uptake of new technologies

  - Enhanced **availability of local talents** equipped with skills to support business acceleration and digitalization

  - Enhanced **entrepreneurial activity** in developing innovation ecosystems and their upscaling and interconnectedness across the EU

- Topic ID: HORIZON-EIE-2024-CONNECT-02-01; HORIZON Lump Sum Grant

- Deadline: 19 September 2024

- Published on EU Funding & Tenders Portal

Enterprise Europe Network

- The Enterprise Europe Network (EEN) **provides business support and advisory services – in particular for SMEs –** by offering information, advisory services, feedback and partnering services, innovation, technology and knowledge transfer services. The Network provides services encouraging the participation of SMEs in the opportunities provided by the Single Market Programme and Horizon Europe, as well as internationalisation services beyond the Single Market and informs SMEs on access to finance and funding opportunities.

- This call for proposals establishes and ensures the continuous functioning of the Enterprise Europe Network from 1 July 2025 until 31 December 2028 by **selecting the consortia that will make up the Network**.

- Activities to be funded:

    - Activity 1: Provision of value-added services to clients

    - Activity 2: Promotion of the Network and communication

    - Activity 3: Network development and capacity building

    - Activity 4: Network coordination and quality management

    - Activity 5: Project management (including consortium coordination)

- Topic ID: SMP-COSME-2024-EEN-01; SMP Action Grant Budget-Based

- Multiple cut-offs; first deadline: 19 September 2024

- Published on [EU Funding & Tenders Portal](#)

Opportunities for SMEs: Calls from Euroclusters

- <u>CircInWater:</u> Knowledge lump sum for SMEs offering **water-smart solutions**, especially for the agrifood & energy-intensive industries and that is willing to boost its development **internationalisation** activities towards **North America**; deadline 22 July 2024

- <u>ELBE:</u> **Training** support for SMEs in renewable energy sector on sustainability and digitalisation, sustainable business and ESG reporting; deadline 31 August 2024

- <u>ELBE:</u> Call for financial support for **individual services** related to access to test facilities, international development, market and business intelligence, development and technology transfer, or green and IT expertise; deadline 31 August 2024

- <u>EuroBoosTex:</u> Call for proposals to support European **textile** SMEs in **internationalisation** in Australia; deadline 17 July 2024

- <u>E-Boost:</u> **Mobility** lump sum for SMEs to InnosTrans (**railway exhibition**) mission in Berlin, Germany; deadline 30 June 2024

- <u>E-Boost:</u> Supporting individual SMEs or consortia in innovative **Products & Services Development** in **electromobility** sectors (Zero Emission Vehicles); deadline 1 July 2024

- E-Boost: Financial support for **training support** to SMEs from the **electromobility** sector; deadline 31 July 2024

- <u>FRIEND CCI:</u> Call for **providers** offering solutions in **digitalisation, greening, and internationalisation** to collaborate with **Creative and Cultural** SMEs for the realization of funded projects; deadline 1 August 2025

Opportunities for SMEs: Calls from Euroclusters

- GEMSTONE: Financial support for **training** related to **Green Manufacturing**; deadline 31 December 2024

- INGENIOUS: **Internationalisation** grant for SMEs operating in **energy-intensive industries** to develop activities related to Africa, Asia, North America and Latin America; deadline 30 September 2024

- INGENIOUS: **Training** grants to help SMEs improve their digital skills, green transition, resilience preparedness and reskilling and upskilling of the workforce; deadline 14 February 2025

- LEVIATAD: Supporting the **innovation and internationalisation** of European SMEs in the **defence** sector; deadline 8 August 2024

- RESIST: **Training** FSTP for SMEs in the **Automotive – Mobility – Transport** ecosystem; deadline 30 November 2024

- RESIST: **Networking and marketing** FSTP for SMEs from the **Automotive – Mobility – Transport** ecosystem; deadline 20 December 2024

- RESIST: **Internationalisation** FSTP for activities in target markets; deadline 20 December 2024

- RESIST: **Coaching and mentoring** for assessment and feasibility services; deadline 1 November 2024

- SILEO: Open Call for **Travel Vouchers** to Italy to support the participation of SMEs operating in the **lighting and furniture sector** and **tech-savvy SMEs** in the SILEO **Hack Day event**; deadline 28 June 2024

- **All calls here: https://clustercollaboration.eu/open-calls**

Register for the next Talks

19 June

Cluster management skills

26 June

Cluster policies in non-EU countries

10 July

Transition Pathway for Chemicals

Continue the discussion

https://www.linkedin.com/groups/9503062/

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