

Interreg
Europe



Co-funded by
the European Union

TOURBO



TOURBO aims at boosting the transition pathway of SMEs in tourism with green and digital transformation.



SMART



Mar 2023
May 2027

An interregional cooperation project for improving **SME competitiveness** policies

Project Partners

Seville Official Chamber of Commerce, Industry and Navigation (ES)

Lapland University of Applied Sciences (FI)

Chamber of Commerce and Industry - Vratsa (BG)

Marche Region (IT)

Company for Research, Education, Innovation and Development of the North Aegean Region - Eloris SA (North Aegean Region) (EL)

Experience Bremerhaven, Tourism, Marketing and Events Company (DE)

PORA Regional Development agency of Koprivnica Križevci County (HR)

Donegal County Council (IE)

For further information



interregeurope.eu/tourbo



www.interregeurope.eu/tourbo

TOURBO PROJECT

TOURBO is a project funded by the INTERREG EUROPE Cooperation Programme with the goal of fostering the green and digital transformation of Micro, Small and Medium sized Enterprises (MSMEs) working in the tourism sector.

TOURBO INNOVATION VOUCHER SCHEME

The TOURBO project promotes the implementation of “Innovation voucher schemes” aimed at supporting the sustainability, digitization, innovation of tourism MSMEs. The scheme foresees the provision of vouchers to n.10 tourism MSMEs based in two pilot areas, for the implementation of innovation projects.

WHAT IS A KNOWLEDGE PROVIDER?

A Knowledge Provider is a consultant or a company, based in EU, with expertise in the implementation of innovative projects aimed at fostering the sustainability or digitalization of tourism MSMEs.

To be selected as TOURBO Knowledge Provider, the consultant needs to register to a dedicated Long List by answering the “call for expression of interest” that will be launched by Marche and North-Aegean regions at EU level.

WHAT IS AN INNOVATION PROJECT?

An innovation project is defined as a set of activities aimed at fostering the sustainability and/or digitalization of a tourism MSME based in Marche (IT) and North-Aegean regions (EL). Innovation projects are proposed and implemented by tourism MSMEs with the support and coaching of Knowledge Providers registered in the TOURBO dedicated Long List.

INNOVATION VOUCHER SCHEME TIMING

SEPT 2024

tourism MSMEs based in Marche (IT) and North-Aegean (EL) regions submit proposals in partnership with KPs registered in the TOURBO Long List

until AUG 2025

The n.10 tourism MSMEs selected will implement their innovation projects with the support of partner KPs. The voucher awarded will finance the consultancy provided by KPs

01

Call for Knowledge Providers (KPs) issued at EU level

02

Call for innovation projects

Implementation of innovation projects

04

Selection of innovation projects

03

TOURBO
VOUCHER



from FEB to SEPT 2024

Expert consultants register to the TOURBO Long List



OCT 2024

A total of n.10 innovation projects proposed by Tourism MSMEs based in Marche (IT) and North-Aegean (EL) regions are selected. Each of them is awarded with a voucher of 8000EUR

