

**Call for proposals on “networks for the competitiveness and sustainability of European Tourism” (ACTION ENT/CIP/08/B/N05S00)  
The winning proposals of the 2008 edition**

The 2008 edition of the call for proposals was launched on 14 May 2008. By 31 July 2008, deadline for the submission of proposals, 14 projects were proposed, out of which the 3 projects presented here beneath were chosen for co-financing.

***1. Assemblée des Chambres Françaises de Commerce et d'Industrie (ACFCI)***  
***Project Name: Chambers Active for Sustainable Tourism (CAST)***

The project aims to create a pilot network of European Chambers of Commerce and Industry (CCI) active in promoting the integration of sustainability principles by SMEs active in tourism. The activity of the pilot network concentrates on one of the key challenges identified by the European Commission in the “*Agenda for a sustainable and competitive European tourism*” (COM(2007)621 final of 19.10.2007): minimising the use of resources and production of waste in the tourism sector.

To grant the project maximum impact, the pilot programme was organised so as to concentrate research and activities on key countries in terms of destinations for tourism. The results of the project should therefore be generated in Italy, France, Greece and Spain, countries among the top 10 destinations in the EU, as well as in countries of growing interest, such as Estonia and Hungary.

Coordinated by the French Chambers of Commerce and Industry (ACFCI), the project should structure and strengthen the work of 10 key players with an SME focus as well as expertise in environmental and tourism issues, representing both networks with a true outreach (10% of Chamber members belong to the tourism industry) and established knowledge partners.

**Project coordinator:**

- ACFCI, Assemblée des Chambres Françaises de Commerce et d'Industrie (France)

**Project partners:**

- UHCC, Union Hellénique des Chambres de Commerce et d'Industrie (Greece)
- TTRI, Tourism and Travel Research Institute, University of Nottingham (UK)
- ISNART, National Institute for Tourism Research (Italy)
- CCI Corfu (Greece)
- CCI Estonia
- CCI Heves (Hungary)
- CCI Languedoc Roussillon (France)
- CCI Lombardia (Italy)
- CCI Toledo (Spain)

**Project objectives:**

- provide a knowledge framework on sustainable tourism demand and offer;
- improve the know-how of the chambers of commerce to support tourism SMEs engaging in environmental approaches;
- raise awareness and assist tourism SMEs at local level;
- extend the scope of the challenges addressed by the network;
- extend the pilot network to other EU chambers of commerce interested in the issue;
- create synergies with other existing networks on tourism (networks of EU regions and networks of EU research institutes for instance).

**2. Legacoop****Project Name: European Alliance for Responsible Tourism and Hospitality (EARTH)**

The project, promoted by a good set of networks and associations from 6 EU countries (Italy, France, Spain, Germany, Belgium and Romania) already involved in the setting up of a European Alliance for Responsible Tourism and Hospitality (EARTH), intends to implement the first operational activities of the alliance. The focus of the project is the implementation of the corporate social responsibility (CSR) concept in tourism businesses at European level on the basis of a common methodology and communication strategy. The project is underpinned by research activities and foresees the involvement of small and micro enterprises at local level in the testing of common methodologies and tools, which will later be available in several languages on a SMEs-targeted web platform.

**Project coordinator:**

- LEGACOOOP, Lega Nazionale delle Cooperative e Mutue (Italy)

**Project Partners:**

- Ciset, Centro Internazionale di Studi e Ricerche Sull'Economia Turistica (Università di Venezia, Italy)
- KATE, Kontaktstelle für Umwelt und Entwicklung (Germany)
- COSPE, Cooperazione per lo sviluppo dei paesi emergenti (Italy)
- DIESIS coop Scrl-Fs, European and International Research and Development Service for the Social Economy and the Co-operatives (Belgium)
- ATES, Association pour le tourisme équitable et solidaire (France)
- CISV, Comunità Impegno Servizio Volontariato (Italy)
- Quidamtur SLL (Spain)

**Project objective:**

- promote the exchange of best practices and tools for a sustainable and competitive tourism among the small and micro enterprises.

### ***3. European Network for Accessible Tourism (ENAT)***

#### ***Project Name: Competitiveness for a European Tourism for All (CETA)***

The proposal focuses on one of the key challenges identified by the European Commission in the “*Agenda for a sustainable and competitive European tourism*” (COM(2007)621 final of 19.10.2007): making holidays available to all, by promoting tourism accessibility as an enabler of economic, social and environmental sustainability. It specifically targets tourism small and micro enterprises by setting up a European network (via small and micro enterprises’ membership) aimed at providing them with tools and practical advice (also covering legal requirements, technical standards etc). The project is characterised by a good mixture of research and development of tools for SMEs (covering also marketing issues), which will be available through a dedicated web platform. The network intends to demonstrate the business case for accessible and sustainable tourism.

#### **Project Coordinator:**

- ENAT, European Network for Accessible Tourism asbl. (Belgium)

#### **Project Partners:**

- COIN, Consorzio Sociale CO.IN Società Cooperativa Sociale (Italy)
- NTAS, National Tourism Association (Slovenia)
- VELM, Vellinge Municipality and “Destination Söderslätt” (Sweden)
- TFAS, Tourism för alla i Sverige (Sweden)
- UNIS, University of Surrey, School of Management (UK)

#### **Project objectives:**

- create a sustainable European network for tourism SMEs which want to add sustainability and accessibility to their products and services;
- deliver knowledge and good practice examples to stimulate SMEs’ capacity to adopt new innovative methods, making their offers more competitive and sustainable;
- create and distribute tools for training SME personnel in accessible and sustainable tourism practices;
- promote marketing of sustainable destinations, involving SMEs in public-private partnerships of regional tourism networks.