

TouriSMeshare Project

Let's Share: Call for Sharing Operators or Potential Ones

Action to provide free of charge services to companies with innovative business model, products or services in the area of tourism and cultural heritage, with a potential and ambition for participation and scaling-up their business exploiting the opportunities in the shared economy.

The partner of the TouriSMeshare project are committed to identify and select:

- *SMEs with high but realistic growth ambitions and potential for market expansion driven by innovation;*
- *SMEs willing to exploit the collaborative economy to commercialize a new product/service, innovate an existing one, or to enhance their business processes;*
- *Social enterprises linked to Tourism sector ready for launching or developing their business model outside their local environment;*

Art. 1. Reference Context

TouriSMeshare is a project financed by the COSME programme in the framework of the call “*Opportunities for European Entrepreneurs in the Sharing Economy 251/G/GRO/PPA/16/9953*”. The project involves partners from 4 countries: Consiglio Nazionale delle Ricerche (Italy), Gis-Transfercenter Foundation (Bulgaria), Camara Oficial De Comercio Industria Y Navegacion De Mallorca (Spain), INESC TEC Instituto De Engenharia De Sistemas e Computadores, Tecnologia e Ciencia (Portugal).

The project aims to explore the potential of sharing economy for the growth of European SMEs and Social Enterprises (SE) in the sustainable tourism and cultural heritage related sector, promoting tourism services with lower environmental and socio-cultural impacts and a higher involvement of tourists in natural and cultural capital preservation. In this way, the proposal provides a contribution in meeting the needs of demand and supply for sustainable tourism experiences in the context of sharing economy. The objective of TouriSMeshare project is to identify and link-up with collaborative economy platforms, exchange experience with all relevant stakeholders and help SMEs (with a clear social value and a high-growth potential) and other relevant actors, to participate and to exploit the possibilities of the shared economy.

All partners belong to the Enterprise Europe Network, the largest network created by the European Commission, supporting small and medium-sized enterprises (SMEs), worldwide. EEN is active in more than 60 countries with over 3,000 experts from more than 600 branches. It provides a full range of free services to promote internationalization, technology transfer and innovation, as well as information to access EU programs, and other sources of finance.

Art. 2 Aim of the Selection "Let's Share"

The present Call intends to select 15 companies in each target country, suitable to receive the TouriSMeshare project services. Services will be supplied within **30 November 2019**.

Art. 3 Services provided

The TouriSMeshare Partners will deliver ad-hoc advising to the selected companies, supporting them to exploit the opportunities of the Sharing Economy, by means of:

- Assessing the initial company needs throughout ad hoc EU certified tools for evaluating the companies business models and innovation management capacity¹
- Delivering training courses on the key issues and challenges faced by the companies, tailored on the selected companies' needs, to prepare them for the shared economy or to support them to adapt their business models to the shared economy requirements
- Offering coaching and mentoring to increase the areas of: finance, offerings, process, delivery
- Introducing the companies to customized advisory services and partnering services in the framework of EEN services

The service will be scheduled according to the following agenda:

- All the selected Operators will be invited to an ad hoc event "Presentation day" held within the first semester of 2019. In that occasion the TouriSMeshare Partners will detail the project and the service.
- The selected companies will be invited to present their business idea or initiative in the domain of the Sharing Economy.
- The TouriSMeshare Partners will facilitate the networking and discussion, with collaborative economy experts.
- Each selected company will start an individual path, meant to evaluate the innovation management capacity, to benchmark with other companies in the field of tourism and cultural heritage, to assess the feasibility of their sharing economy business idea.
- Each individual company will receive a tailored Action Plan proposing solutions to overcome barriers, to enhance innovation management capacity, to set up actions to fit better the sharing economy principles and strategy.

Art. 4 Selection criteria of candidates

To access the service the candidates declare to have basic requirements:

- **Registered office in Italy, Spain, Portugal or Bulgaria**
- Do not be in liquidation or bankruptcy proceedings
- Do not be "firms in difficulty" according to the European Commission Communication 2004/C 244/02 (OJ C 244, 1.10.2004)
- Claim to be operating in the sectors of Tourism and Cultural Heritage in one of these categories:

¹ A non-exhaustive list of tools used: IMP³rove (<https://www.improve-innovation.eu/>), Digital Innovation Quotient, (<https://www.improve-innovation.eu/our-services/assessments/digital-innovation-quotient/>), Innovation Health Check (<https://www.enterprise-ireland.com/en/>)

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- Small and medium companies (SMEs) according to the European Commission Recommendation of 6 May 2003 concerning the definition of micro, small and medium-sized enterprises (<http://data.europa.eu/eli/reco/2003/361/oj>)
- Innovative Start-up and Spin-Off (according to the national regulations: each partner should specify the national regulation or commercial registry), potentially scaling-up
- Social Enterprises according to the national regulations.

Furthermore, candidates should demonstrate that their profile meets one or more of the following specific requirements:

- a high realistic growth ambition and potential for market expansion driven by innovation or an ambition to exploit the collaborative economy opportunities;
- a high level of innovation culture in the product/service/process/business model offered;
- a company prospective to create new job opportunities, to introduce new flexible working arrangements through their business model, to generate new source of income;
- a business aiming at creating any Environmental, or Social / cultural or Economic impact;
- potential collaboration with existing sharing platforms on the basis of the identified sector Tourism and Cultural Heritage

Criteria	Score
<i>ambition to exploit the collaborative economy opportunities</i>	0 -25
<i>level of innovation of the product/service/process/business model offered by the suitable recipient</i>	0 - 25
<i>company prospective to create new job opportunities, to introduce new flexible working arrangements through their business model, to generate new source of income: a light business plan is not compulsory but it is an asset</i>	0 - 20
<i>a business aiming at creating any Environmental, or Social / cultural or Economic impact</i>	0 - 20
<i>existing collaboration with Regional, National or International Sharing Platforms (if any)</i>	0 -10

Art. 5 Submission of Applications

Candidates, from the 4 aforementioned countries, have to express their interest to be part of *Let's Share Call*, by expressing their interest, via the link available at: <https://docs.google.com/forms/d/e/1FAIpQLSex7uwYSdYoYHxPN8-JI-J6MeKzHgX2jnF9YkbcN7I3sfV4w/viewform>

Art. 6 Criteria and evaluation procedures

All applications will be examined from the TouriSMeshare Partners, who will evaluate the applications and

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choose the Sharing Operators beneficiaries, taking into account both the compliance with the article 4 basic requirements and the criteria total score. The applications achieving a minimum score of 60 out of 100 points will be admitted in ranking order.

Candidates may also present a non-compulsory light business plan.

Deadline of submission: applications must be sent no later than 15 April 2019

Art.7 Communication of the selected beneficiaries

Beneficiaries of the *Let's Share: Call for Sharing Operators or Potential Ones* will receive official communication by means of the e-mail address indicated in the application, after the deadline. Admitted candidates will receive a notification from the project partner.

Art.8 Notification of changes related by the beneficiaries

All beneficiaries of the present Call are required to promptly notify to the national partner of the TouriSMEshare project any termination of activity, as well as loss of basic requirements or any other event affecting the regular admission to the services offered by the project TouriSMEshare activities, as detailed in article 3.

Art.8 Privacy, and data protection

Personal data will be treated according to the General Data Protection Regulation (EU) 2016/679