00060

SMAC~A_T_1.2_0523

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A - Project identification

A.1 Project identification

Project id (automatically created)	00060
Name of the lead partner organisation	ΕΠΙΜΕΛΗΤΗΡΙΟ ΔΡΑΜΑΣ
Name of the lead partner organisation in English	Drama Chamber of Commerce and Industry
Project title	Sustainability Model for Accommodation MSMEs
Project acronym and Reference number	SMAC~A_T_1.2_0523
Programme priority	A more competitive and smarter Mediterranean
Specific objective	1.2 (RSO1.3): Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments
Project duration in months	30

A.2 Project summary

Please give a short overview of the project and describe:

- the common challenge of the programme area you are jointly tackling in your project;
- the overall objective of the project and the expected change your project will make to the current situation;
- the main outputs you will produce and those who will benefit from them;
- the approach you plan to take and why a cross-border/transnational/inter-regional approach is needed;
- what is new/original about the project.

PROJECT TYPE: 1 - Thematic projects
~
MAIN INTERVENTION FIELD: 021. SME business development and internationalisation, including productive investments
~
SUMMARY: Sustainable development is a global priority and challenge, motivating governments, institutions, and society in general to adopt new practices. This mega-trend is particularly relevant to the tourism sector where, according to reliable surveys, sustainable traveling is becoming a criterion in destination choosing

However, the accommodation MSMEs that dominate the sector, remain inactive in adapting to this new reality and adopting and systematically implementing a sustainability plan, thus undermining their competitiveness. The main reason is that, due to their small size, they don't have the knowledge or resources for their sustainable transformation. The problem is intensified by the existence of dozens of sustainability standards, containing thousands of "specifications", which make compliance for MSMEs particularly complicated, extremely costly, and practically impossible

Through the project, the 7 partners form 5 countries aim to TACKLE this challenge and develop a Simplified Sustainability Model for Accommodation (SSMA) supported by an AI Recommendation Tool (AIRET), so that hundreds of thousands of MSMEs in the sector can achieve sustainable tourism

The sequence of the main project activities is: Public awareness => Development of the tools SSMA and AIRET => Joint mentors' training => Pilot implementations of the tools => Refinement of the model => Policy recommendation paper composition => Capitalisation

The main outputs of the project are
OUT3.1: Simplified Sustainability Model for Accommodation businesses (SSMA)
OUT3.2: Joint training of sustainability mentors based on a training package
OUT3.3: Pilot implementation of SSMA with the support of AIRET
OUT3.4: Policy recommendation paper
OUT4.1-5: Capitalisation and continuous learning outputs including MSMEs' support, SMAC OER-LLAB platform and SMAC Network

Final beneficiaries: Accommodation MSMEs & their staff, tourism policy makers and other stakeholders, tourists/ visitors and the local communities
~
KEEP KEYWORDS: Innovation capacity and awareness-raising, SME and entrepreneurship, Tourism

A.3 Project budget overview

Programme funding			Contribution					Total project budget
Funding source	Funding amount	Co-financing rate (%)	Automatic public contribution	Other public contribution	Total public contribution	Private contribution	Total contribution	
Interreg Funds	2.065.914,28	89,00%	0,00	112.654,87	112.654,87	142.682,87	255.337,74	2.321.252,02
Total EU funds	2.065.914,28	89,00%	0,00	112.654,87	112.654,87	142.682,87	255.337,74	2.321.252,02
Total project budget	2.065.914,28	89,00%	0,00	112.654,87	112.654,87	142.682,87	255.337,74	2.321.252,02

A.4 Project outputs and result overview

Programme Output Indicator	Aggregated value per Programme output indicator	Programme indicator measurement unit	Output	Output Title	Output project target	Programme result indicator	Baseline	Result indicator target value	Measurement unit
Enterprises supported (of which: micro, small, medium, large)	35,00	enterprises	Output 3.4	(3.3) Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET	35,00				
Enterprises supported by grants	70,00	enterprises	Output 4.3	(4.3) Additional capitalization activities	70,00				
Participations in joint training schemes	56,00	participations	Output 3.3	(3.2) Joint training of sustainability mentors/ facilitators	56,00				
Organisations cooperating across borders	12,00	organisations	Output 4.5	(4.5) SMAC Network	12,00				

Programme Output Indicator	Aggregated value per Programme output indicator	Programme indicator measurement unit	Output	Output Title	Output project target	Programme result indicator	Baseline	Result indicator target value	Measuremen unit
Jointly developed solutions	4,00	solutions	Output 3.1	(3.1) Simplified Sustainability Model for Acc ommodation businesses (SSMA)	1,00				
			Output 3.2	(3.2) Joint training of sustainability mentors/ facilitators	1,00				
			Output 3.5	(3.4) Policy re commendatio n paper	1,00				
			Output 4.4	(4.4) SMAC OER-LLAB platform	1,00				
			Output 1.1	(1.1) Project meetings	0,00				
			Output 1.2	(1.2) Technical Manuals	0,00				

Programme Output Indicator	Aggregated value per Programme output indicator	Programme indicator measurement unit	Output	Output Title	Output project target	Programme result indicator	Baseline	Result indicator target value	Measurement unit
			Output 1.3	(1.3) Project management	0,00				
			Output 1.4	(1.4) Target group maps (set) – Consultation reports (set)	0,00				
			Output 2.1	(2.1) Communication strategy, plan and evaluation system (sets of documents)	0,00				
			Output 2.2	(2.2) Inception video and final video	0,00				
			Output 2.3	(2.3) Poster	0,00				

Programme Output Indicator	Aggregated value per Programme output indicator	Programme indicator measurement unit	Output	Output Title	Output project target	Programme result indicator	Baseline	Result indicator target value	Measuremen unit
			Output 2.4	(2.4) Awareness events about sustainability concept	0,00				
			Output 2.5	(2.5) Project promotional campaigns in traditional mass media	0,00				
			Output 2.6	(2.6) Commun ication material	0,00				
			Output 2.7	(2.7) Online presence of the project	0,00				
			Output 4.1	(4.1) Capitalisation conferences	0,00				
			Output 4.2	(4.2) Study visits	0,00				

Programme Output Indicator	Aggregated value per Programme output indicator	Programme indicator measurement unit	Output	Output Title	Output project target	Programme result indicator	Baseline	Result indicator target value	Measurement unit
						Solutions taken up or up-scaled by organisations	0,00	1,00	solutions
						Organisations cooperating across borders after project completion	0,00	12,00	organisations
						Completion of joint training schemes	0,00	88,00	participants

B - Project partners

Partners overview

Number	Status	Name of the organisation in english	Country	Organisation abbreviation	Partner role	Associated organisations	Partner total eligible budget
1	Active	Drama Chamber of Commerce and Industry	Elláda (EL)	(LEP) DCCI	LP	ASSO1 ASSO2 ASSO3 ASSO4 ASSO5 ASSO6	375.184,01
2	Active	Alexandria Chamber of Commerce	Egypt (EG)	(PP1) Alex C...	PP		336.384,00
3	Active	Confederation of Egyptian European Business Associations	Egypt (EG)	(PP2) CEEBA	PP		319.673,00
4	Active	Association of the Mediterranean Chambers of Commerce and Industry	España (ES)	(PP3) ASCAME	PP		327.425,00
5	Active	Democritus University of Thrace-Special Account for Research Funds	Elláda (EL)	(PP4) DUTH	PP		326.736,01
6	Active	Chamber of Commerce and Industry of Tunis	Tunisia (TN)	(PP5) CCI Tunis	PP		313.635,00
7	Active	Adana Metropolitan Municipality	Türkiye (TR)	(PP6) AMM	PP		322.215,00

B.1 Lead partner	
Partner number	1
Partner role	LP
Name of the organisation in original language	ΕΠΙΜΕΛΗΤΗΡΙΟ ΔΡΑΜΑΣ
Name of the organisation in english	Drama Chamber of Commerce and Industry
Organisation abbreviation	(LEP) DCCI
Department / unit / division	EU Project Office
Partner main address	
Country	Elláda (EL)
NUTS 2	Anatoliki Makedonia, Thraki (EL51)
NUTS 3	
Street, House number, Postal code, City	40 L. Lambrianidis Str. P.C. 66132 Drama Greece
Homepage	https://www.dramanet.gr
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	
Legal status	Body governed by public law
VAT number (if applicable)	EL090065338
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Profit making ~ Status public	PROFIT MAKING: False ~ STATUS PUBLIC: True
Vat explain how	

Contact	
Legal representative	Stefanos Georgiadis georgiadis.stefanos@gmail.com
Contact person	Io Chatzivaryti EU Programmes Advisor
Email	io.chatzivaryti@gmail.com
Telephone no.	00302521022750

Motivation

Key expertise provided to the project

Project management & communication, access to target groups, entrepreneurship support, training etc

3.3.3 Experience and capacity of the Applicant & 3.3.4 Experience and capacity of the partner organisations

EXPERIENCE AND CAPACITY OF THE APPLICANT: DCCI has a proven record of the projects and initiatives designed and implemented, making it a particularly dynamic partner in EU project proposals. The Chamber has built a significant capacity in EU project management, and having in its records projects from various EU programmes (ENI, Interreg, etc) makes it knowledgeable of the prerequisites for implementing such projects.
Drama Chamber of Commerce and Industry is aligned with the project goal, which is to support, train and transfer crucial technological innovation and expertise to the SMEs of our area.
The Chamber's duties involve its operation as a consulting agency that promotes the region of Drama, supports the growth and investment activities in the area and provides assistance, support and encouragement to the dynamic SMEs of the Region. Therefore, in this project, DCCI can provide quality consultative/training services to small and medium-sized enterprises to thoroughly introduce quality services and guide the SMEs towards successfully promoting them.
More importantly, DCCI, through the Urban Sustainable Development programme of the municipality of Drama, has established and operates Lab 40. Lab 40 acts as a Business Accelerator" and is a permanent supportive environment that responds to businesses in terms of product upgrade. At the same time, it calls for start-ups, differentiated and already existing businesses. Furthermore, lab 40 is also a 'Business Incubator" that providing modern entrepreneurial co-working spaces. This structure is a powerful dynamic tool for the training packages and the participative and engaging stakeholder activities that the project entails. With professional support from LAB40 experts, SMEs can receive professional mentoring through the process of upgrading their services.
~
EXPERIENCE AND CAPACITY OF THE PARTNER: N/A

Previous experiences in project implementation & Other project

Motivation

PREVIOUS EXPERIENCES:
PROJECT TITLE AND BRIEF DESCRIPTION: TEAWAY: Promoting tea as the engine of growth for the Black Sea Basin Area
The project focuses on a particular element of the Black Sea agriculture: the cultivation/production and marketing of tea. objective is to promote and show the local and regional tea products & create new market opportunities
~
TOTAL BUDGET: €700000.0
~
MANAGED BUDGET: €110000.0
~
PROJECT TITLE AND BRIEF DESCRIPTION: Social Forces: ReinFORCE SOCIAL Entrepreneurial Spirit through setting up Innovative Support Structures in the cross-border Territory/MIS 5011020
The overall objectives of this project are to reinforce regional policies and local initiatives to promote and support social entrepreneurship.
~
TOTAL BUDGET: €622547.0
~
MANAGED BUDGET: €58027.55
~
PROJECT TITLE AND BRIEF DESCRIPTION: ENI/2019/411-865-WINEbility Total budget
~
TOTAL BUDGET: €59253.76
~
MANAGED BUDGET: €30000.0
~
OTHER PROJECT: 1. Title: Creative hubs
Related topic: No
Specific objective: SO 1.3
Role: Partner

Co-financing

Source	Amount	Percentage
Interreg Funds	333.913,76	89,00%
Partner contribution	41.270,25	11,00%
Partner total eligible budget	375.184,01	100,00%

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget
Greece's Public Investment Programme~CONTRIB OTHER EU	Public	41.270,25	11,00%
(LEP) DCCI	Public	0,00	0,00%

Total		
Sub-total public contribution	41.270,25	11,00%
Sub-total automatic public contribution	0,00	0,00%
Sub-total private contribution	0,00	0,00%
Total	41.270,25	11,00%

B.1 Project Partner 2	
Partner number	2
Partner role	PP
Name of the organisation in original language	########## ####### ######## ######
Name of the organisation in english	Alexandria Chamber of Commerce
Organisation abbreviation	(PP1) Alex C...
Department / unit / division	N/A
Partner main address	
Country	Egypt (EG)
NUTS 2	Alexandria (EG01)
NUTS 3	
Street, House number, Postal code, City	31st Chamber of Commerce street, Mehta Al Ramel...
Homepage	https://alexcham.org/
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	
Legal status	Body governed by public law
VAT number (if applicable)	100711847
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	Partly
Profit making ~ Status public	PROFIT MAKING: False ~ STATUS PUBLIC: True
Vat explain how	As the cost of man-days for the long process which is conducted per invoice (not accepted for gro...

Contact	
Legal representative	Ahmed El Wakil secretarygeneral@alexchamb.org
Contact person	Eman Seif Deputy of Secretary General for Finance & Projects
Email	emanseif@hotmail.com
Telephone no.	00201224566312

Motivation

Key expertise provided to the project

Project implementation & communication, access to target groups, business support, training etc

3.3.3 Experience and capacity of the Applicant & 3.3.4 Experience and capacity of the partner organisations

EXPERIENCE AND CAPACITY OF THE APPLICANT: N/A
~
EXPERIENCE AND CAPACITY OF THE PARTNER: Alexandria Chamber of Commerce, founded in 1922, represents approximately 360 000 affiliates, including 45 different commercial and industrial leading sectors. In the framework of the Advocacy and Promotion of businesses, the Chamber is a representational institution that guarantees the promotion of economic and business activity and sustainable local development. Its function is to defend general business interests organize events that encourage business competitiveness, both locally and internationally It also collaborates with public, governmental administrations and has remits and administrative public functions attributed to it by law, independently of those delegated to it by public authorities.
Over the past decade the Chamber had over 30 CBC MED and regional projects (4 in the last program). It has a public law status and private law organisations as members, thus representing power and flexibility, besides experience, network and terms of reference. The Chamber has played a crucial role as the Egyptian partner in all these projects, contributing significantly to the project´s output. With a focus on supporting MSMEs, Alex Chamber demonstrated expertise in stakeholder engagement, project result capitalization, and regional visibility. Implementation of these projects in Egypt involved a multi-stakeholder approach to capitalize on project results and to develop policy recommendations, offering tailored mentoring, coaching and training activities for professionals, SMEs, start-ups and youth with business ideas for sustainability topics, developing tools to upscale innovative technologies and leading visibility and communication activities.
The main role of the Partner is supporting start-ups and SMEs in enhancing competitiveness and sustainability through training, mentoring, and match-making events.

IMPORTANT

In the project, ALEX Chamber will cover Al Iskandariyah region while the other Egyptian partner (PP2), as nation-wide organisation will cover Cairo

Previous experiences in project implementation & Other project

Motivation

PREVIOUS EXPERIENCES:
PROJECT TITLE AND BRIEF DESCRIPTION: Med Pearls: The Mediterranean as an innovative integral and unique destination for slow tourism initiatives
Med Pearls aims at internationally positioning the Mediterranean as a unique and integral destination to experience the Med lifestyle through SlowTourism (ST)
~
TOTAL BUDGET: €3600000.0
~
MANAGED BUDGET: €247041.41
~
PROJECT TITLE AND BRIEF DESCRIPTION: TECHLOG-Technological Transfer for Logistics Innovation in Mediterranean area
TECHLOG wants to strengthen ties between academia and the (trans)port industry(transport inside port areas) in the Med region. TECHLOG will encourage joint Technology Transfer Initiative to achieve common quality standards
~
TOTAL BUDGET: €3600000.0
~
MANAGED BUDGET: €312191.57
~
PROJECT TITLE AND BRIEF DESCRIPTION: Sole:High Energy Efficiency for the public Stock buildings in Mediterranean
SOLE supports cost-effective and innovative energy rehabilitations of public buildings. Through knowledge sharing on energy rehabilitation partners will define local plans adapted to each of the participating territories
~
TOTAL BUDGET: €3100000.0
~
MANAGED BUDGET: €390002.01
~
OTHER PROJECT: 1.Title: WISE-Med-Catalysing
Role: Partner
2.Title: MEDEX
SO 1.3
Role: Partner
3.Title: FAME-Mediterranean
SO 1.3
Role: Partner
4.Title: SKILL UP
SO 3.1
Role: Partner

Co-financing

Source	Amount	Percentage
Interreg Funds	299.381,76	89,00%
Partner contribution	37.002,24	11,00%

Co-financing			
Source		**Amount**	**Percentage**
Partner total eligible budget		336.384,00	100,00%
Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
Chamber's own funds~OWN FUNDS	Private	37.002,24	11,00%
(PP1) Alex C...	Public	0,00	0,00%
Total			
Sub-total public contribution		0,00	0,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		37.002,24	11,00%
Total		37.002,24	11,00%

B.1 Project Partner 3	
Partner number	3
Partner role	PP
Name of the organisation in original language	######## ####### ###### ###### #####
Name of the organisation in english	Confederation of Egyptian European Business Associations
Organisation abbreviation	(PP2) CEEBA
Department / unit / division	N/A
Partner main address	
Country	Egypt (EG)
NUTS 2	Alexandria (EG01)
NUTS 3	
Street, House number, Postal code, City	31st Chamber of Commerce street, Mahta Al Raml ...
Homepage	https://ceeba.org/
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	
Legal status	Other (specify)
VAT number (if applicable)	MoU 1822006
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	Partly
Profit making ~ Status public	PROFIT MAKING: False ~ STATUS PUBLIC: False
Vat explain how	As the cost of mandays for the long process which is conducted per invoice (not accepted for grou...

Contact	
Legal representative	Alaa Ezz secretarygeneral@ceeba.org
Contact person	Marion Kussmann Chief Operations Officer
Email	marionkussmann@gmail.com
Telephone no.	00201001014024

Motivation

Key expertise provided to the project

Project implementation & communication, access to target groups, business support, training etc

3.3.3 Experience and capacity of the Applicant & 3.3.4 Experience and capacity of the partner organisations

EXPERIENCE AND CAPACITY OF THE APPLICANT: N/A
~
EXPERIENCE AND CAPACITY OF THE PARTNER: The Confederation of Egyptian European Business Associations (CEEBA) has played a crucial role as the Egyptian partner in 11 ENI and 4 ENPI CBC Med projects, contributing significantly to the project´s output. With a focus on supporting Micro, Small, and Medium-sized Enterprises (MSMEs), CEEBA demonstrated expertise in stakeholder engagement, project result capitalization, and regional visibility. Implementation of these projects in Egypt involved a multi-stakeholder approach to capitalize on project results and to develop policy recommendations, offering tailored mentoring, coaching and training activities for professionals, SMEs, start-ups and youth with business ideas for sustainability topics, developing tools to upscale innovative technologies and leading visibility and communication activities for projects including organizing numerous regional and local visibility and stakeholder events across various sectors like textile, energy, innovation, logistics, water, tourism, and heritage.
Committed to fostering innovation, CEEBA actively supported start-ups and SMEs in enhancing competitiveness and sustainability through training, mentoring, and match-making events. Our multi-actor approach aimed at promoting innovation capacity, collaborating with governmental stakeholders to improve regulatory frameworks and support systems. As a seasoned private sector representative with 20 years of managing EU-funded projects, CEEBA is well-positioned to capitalize on past project outcomes and contribute to the technical implementation, visibility, and capitalization aspects as the Egyptian partner in ongoing efforts.

IMPORTANT

Cairo and Alexandria are the most populated cities in the programme area. Although CEEBA is located in Alexandria, as a country-wide organisation, it the project will cover the Cairo region (Governorate of Cairo) (population 22.6 million), while the other Egyptian partner ALEX Chamber (PP1) will cover Al Iskandariyah region

Previous experiences in project implementation & Other project

Motivation

PREVIOUS EXPERIENCES:
PROJECT TITLE AND BRIEF DESCRIPTION: INTECMED: Incubators for innovation and technological transfer in the Mediterranean
INTECMED aims to develop an integrated innovation ecosystem at local level to support technological transfer and commercialization of research results.
~
TOTAL BUDGET: €3600000.0
~
MANAGED BUDGET: €510343.36
~
PROJECT TITLE AND BRIEF DESCRIPTION: INVESTMED: InNoVativE Sustainable sTart-ups for the MEDiterranean
INVESTMED project aims at addressing both economic and environmental challenges, supporting new, sustainable business opportunities for young people and women in three countries: Egypt, Lebanon and Tunisia.
~
TOTAL BUDGET: €3600000.0
~
MANAGED BUDGET: €436284.74
~
PROJECT TITLE AND BRIEF DESCRIPTION: MAIA-TAQA: Mobilizing new Areas of Investments And Together Aiming to increase Quality of life for All
MAIA-TAQA will deal with RE supply issues by setting up demonstrators in 3 Mediterranean pilot areas where innovative services will be applied
~
TOTAL BUDGET: €3100000.0
~
MANAGED BUDGET: €625040.0
~
OTHER PROJECT: Partner in:
SO1.1: NUTS
SO1.2: MedTour.Inno.HUB, SMAC, MEDiTRADE, Ecosystem Growth Hubs
SO1.3: MEDDIGIT, OASIS, SMARTMED-ACCELERATORs NETWORK
SO2.1: MedNatSal-CO2, REMUNERATOR
SO2.2.1: CCS MED
SO2.2: IAMOLive
SO3.1: Horizon Craft
SO4.2: Dial MeDiet

Co-financing

Source	Amount	Percentage
Interreg Funds	284.508,97	89,00%
Partner contribution	35.164,03	11,00%
Partner total eligible budget	319.673,00	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
CEEBA will contribute with HR to the co-funding as well as other own resources~OWN FUNDS	Private	35.164,03	11,00%
(PP2) CEEBA	Private	0,00	0,00%

Total		
Sub-total public contribution	0,00	0,00%
Sub-total automatic public contribution	0,00	0,00%
Sub-total private contribution	35.164,03	11,00%
Total	35.164,03	11,00%

B.1 Project Partner 4	
Partner number	4
Partner role	PP
Name of the organisation in original language	Association of the Mediterranean Chambers of Commerce and Industry
Name of the organisation in english	Association of the Mediterranean Chambers of Commerce and Industry
Organisation abbreviation	(PP3) ASCAME
Department / unit / division	General Secretariat
Partner main address	
Country	España (ES)
NUTS 2	Cataluña (ES51)
NUTS 3	
Street, House number, Postal code, City	Av. Diagonal 452, Barcelona 08006, Spain
Homepage	www.ascame.org
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	
Legal status	No profit organisation (Association, Foundation)
VAT number (if applicable)	G65559346
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Profit making ~ Status public	PROFIT MAKING: False ~ STATUS PUBLIC: False
Vat explain how	

Contact	
Legal representative	Xavier Coronas Guinart secretariat@ascame.org
Contact person	Estela Delgado Area Manager, Projects & International Cooperation
Email	edelgado@ascame.org
Telephone no.	0034934169556

Motivation

Key expertise provided to the project

Project implementation, access to policy makers, international relationships, living lab expertise e

3.3.3 Experience and capacity of the Applicant & 3.3.4 Experience and capacity of the partner organisations

EXPERIENCE AND CAPACITY OF THE APPLICANT: N/A
~
EXPERIENCE AND CAPACITY OF THE PARTNER: ASCAME, as one of the main representatives of the Mediterranean private sector, has a long experience in EU projects. From ENPI projects to standard and strategic ENI CBC MED projects, the organization has been present dozens of EU projects for over 20 years. ASCAME's network, with more than 300 hundred Chambers and Commerce affiliated, has many partners that participated in ENI CBC MED projects in a wide array of topics as well as under other programs and initiatives of EuropeAid such as the EBSOMED project that counted with the participation of BSOs from all over the Mediterranean region
The General Secretariat of ASCAME, the association has been participating in many EU initiatives and projects during the last 20 years. From the ENPI projects to the still running ENI CBC MED programme and other initiatives and programmes such as EuropeAid, EMFAF initiative, INTERREG MED programme and INTERREG Euro-Med programme.
Those are some of the projects and initiatives successfully implemented by ASCAME in numerous topics affecting the economic activity of the Mediterranean SMEs. As representatives of the Mediterranean Private sector, ASCAME has been participating in projects related to Tourism, Blue Economy, Green and sustainable development issues, foster private sector competitiveness, logistics and transport, cultural heritage, innovation, and digitalization of BSOs, development of digital skills for businesswomen and young entrepreneurs, promote the start-ups innovation ecosystem, among others. All These experiences have provided ASCAME's General Secretariat with a sound expertise in key topics for the promotion and strengthening of SMEs on sustainable development and green issues orientated to enhance the Mediterranean SMEs competitiveness. Besides, this is the final goal of ASCAME. With this aim, the General Secretariat has not only the knowledge and the capacity but also the necessary human and financial resources to implement the project.

Previous experiences in project implementation & Other project

Motivation

PREVIOUS EXPERIENCES:
PROJECT TITLE AND BRIEF DESCRIPTION: Enhancing Business Support Organizations and Business networks in the Southern Neighbourhood, EBSOMED
EBSOMED aims at boosting the Mediterranean business ecosystem promoting inclusive economic growth and job creation, by enhancing the private sector environment in Southern Europe countries
~
TOTAL BUDGET: €6250000.0
~
MANAGED BUDGET: €599620.0
~
PROJECT TITLE AND BRIEF DESCRIPTION: Euro-Mediterranean Network Facilitating Market Uptake of Innovations from SMEs, EMPHASIS
EMPHASIS is set on co-creating a Mediterranean Open Innovation (OI) ecosystem, in which knowledge flows across borders and is translated into marketable innovations.
~
TOTAL BUDGET: €818689.39
~
MANAGED BUDGET: €132960.68
~
PROJECT TITLE AND BRIEF DESCRIPTION: MEDUSA - Development and promotion of Mediterranean Sustainable Adventure Tourism
MEDUSA will tackle joint challenges via targeted and inter-related capacity building and cross-border interventions to develop and promote adventure tourism in the region
~
TOTAL BUDGET: €3300000.0
~
MANAGED BUDGET: €159794.87
~
OTHER PROJECT: -MedEX
-Ecosystem Growth Hubs for sustainability and innovation of SMEs in the wider cruise tourism sector
-Mediterranean Network of Digital Transition Hubs
-SMARTMED-ACCELERATORs NETWORK
-MEDiTRADE
Role in all projects: Partner
All Priority 1.1.2

Co-financing

Source	Amount	Percentage
Interreg Funds	291.408,25	89,00%
Partner contribution	36.016,75	11,00%
Partner total eligible budget	327.425,00	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
Associations' “own funds” are composed by the quotas and other contributions coming from ASCAME’s members and associate members~OWN FUNDS	Private	36.016,75	11,00%
(PP3) ASCAME	Private	0,00	0,00%

Total		
Sub-total public contribution	0,00	0,00%
Sub-total automatic public contribution	0,00	0,00%
Sub-total private contribution	36.016,75	11,00%
Total	36.016,75	11,00%

B.1 Project Partner 5	
Partner number	5
Partner role	PP
Name of the organisation in original language	Δημοκρίτειο Πανεπιστήμιο Θράκης-Ειδικός Λογαριασμός Κονδυλίων Έρευνας
Name of the organisation in english	Democritus University of Thrace-Special Account for Research Funds
Organisation abbreviation	(PP4) DUTH
Department / unit / division	Department of Engineering
Partner main address	
Country	Elláda (EL)
NUTS 2	Anatoliki Makedonia, Thraki (EL51)
NUTS 3	
Street, House number, Postal code, City	Vasilissis Sofias 12 Street 67100,Xanthi Greece
Homepage	https://rescom.duth.gr
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	
Legal status	Body governed by public law
VAT number (if applicable)	EL 999975749
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Profit making ~ Status public	PROFIT MAKING: False ~ STATUS PUBLIC: True
Vat explain how	

Contact	
Legal representative	Georgios Broufas rc_mng@rescom.duth.gr
Contact person	Prodromos Chatzoglou Professor
Email	pchatzog@pme.duth.gr
Telephone no.	00306944941909

Motivation

Key expertise provided to the project

Project implementation, sustainability expertise, AI and other digital platforms development etc

3.3.3 Experience and capacity of the Applicant & 3.3.4 Experience and capacity of the partner organisations

EXPERIENCE AND CAPACITY OF THE APPLICANT: N/A
~
EXPERIENCE AND CAPACITY OF THE PARTNER: In 1981 at No. 187 Session of the Senate of Democritus University of Thrace, the Research Committee was established. The action marked the establishment of the Special Account for Research Funds at DUTH.
The purpose of the SARF, is the allocation and management of funds from any source, intended to cover any kind of spending, which is necessary for the needs of research, education, training, development and continuing training projects and projects for scientific, technological and artistic services, specialized studies, running tests, measurements, laboratory tests and analyses, consultancy services, drafting specifications for third parties, as well as for other related services or activities that contribute to linking education and research with production and performed or provided by the scientific staff of the University and with the cooperation of other specialists. It currently manages over 900 projects per year.
Democritus University of Thrace classified among the biggest Greek Universities has, since its foundation, been the first Greek regional multi-campus university that not only solely served purely educational objectives. Apart from its primary educational and research activity, has essentially participated in the efforts for the economic growth of the Administrative Region of Thrace. DUTH has also significantly contributed to the reinforcement of the national and cultural character of the wider area in Thrace as well as to the upgrade of its living and social status through direct and indirect initiatives.
DUTH continues to aim both at educational and research excellence while, it also builds upon the challenges and demands of the future. It re-orients its research strategy based upon innovation, entrepreneurship, technology, the new digital era and the growth of large-scale research.
The DUTH Scoool of Engineering, has since its establishment been a pioneer in research and innovation, involving highly experienced in EU projects staff.

Previous experiences in project implementation & Other project

Motivation

PREVIOUS EXPERIENCES:
PROJECT TITLE AND BRIEF DESCRIPTION: Employing circular economy approach for OFMSW management within the Mediterranean countries
~
TOTAL BUDGET: €3191559.45
~
MANAGED BUDGET: €312762.0
~
PROJECT TITLE AND BRIEF DESCRIPTION: Cross border Action Plan for the Development and Operation of an Executive Mechanism for Support and Promotion of Social Entrepreneurship in the context of the Social economy and Social Innovation
~
TOTAL BUDGET: €569105.29
~
MANAGED BUDGET: €92925.99
~
PROJECT TITLE AND BRIEF DESCRIPTION: Social Agri-Entrepreneurship for People with Disabilities in the Crossborder Area
~
TOTAL BUDGET: €492119.65
~
MANAGED BUDGET: €125649.15
~
OTHER PROJECT: Applicant in:
1. SKILL UP/SO3.1
2. SOLARMED/SO2.1

Partner in:
1. NEDSMed/SO3.1
2. CPS-MED/SO2.4
3. ALTERNATOR/SO2.1
4. SOSUTEX/SO2.5
5. FORESMED1/SO2.2
6. eSeniorWomen/SO3.1
7. SusAltFor/SO2.4
8. BLUEMED-BIOCRAB/SO2.2
9. RMID/SO 2.2

Co-financing

Source	Amount	Percentage
Interreg Funds	290.795,04	89,00%
Partner contribution	35.940,97	11,00%
Partner total eligible budget	326.736,01	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
Greece's Public Investment Programme~CONTRIB OTHER EU	Public	35.940,97	11,00%
(PP4) DUTH	Public	0,00	0,00%
Total			
Sub-total public contribution		35.940,97	11,00%
Sub-total automatic public contribution		0,00	0,00%
Sub-total private contribution		0,00	0,00%
Total		35.940,97	11,00%

B.1 Project Partner 6	
Partner number	6
Partner role	PP
Name of the organisation in original language	##### ######## ####### ####
Name of the organisation in english	Chamber of Commerce and Industry of Tunis
Organisation abbreviation	(PP5) CCI Tunis
Department / unit / division	N/A
Partner main address	
Country	Tunisia (TN)
NUTS 2	Tunis (TN0N)
NUTS 3	
Street, House number, Postal code, City	31. Av de Paris – Tunis 1000 - TUNISIE
Homepage	www.ccitunis.org.tn
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	
Legal status	Body governed by public law
VAT number (if applicable)	RNE : 0014508Y
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	Partly
Profit making ~ Status public	PROFIT MAKING: False ~ STATUS PUBLIC: True
Vat explain how	The sources of revenue for CCIT come from foreign trade print material,issues of certificates etc...

Contact	
Legal representative	Moncef Ben Jemaa president@ccit.com.tn
Contact person	Naoufel Azizi Head of Cooperation & Projects Department
Email	cooperation@ccit.com.tn
Telephone no.	0021620516015

Motivation

Key expertise provided to the project

Project implementation & communication, access to policy makers, international relationships etc

3.3.3 Experience and capacity of the Applicant & 3.3.4 Experience and capacity of the partner organisations

EXPERIENCE AND CAPACITY OF THE APPLICANT: N/A
~
EXPERIENCE AND CAPACITY OF THE PARTNER: The Chamber of Commerce and Industry of Tunis is a public economic organization which carries out these activities under the supervision of the Tunisian Ministry of Commerce.
The economic nature of CCITunis has allowed it to have good experience in the management of multilateral and bilateral projects. The Chamber has contributed to the success of various cooperation projects that address societal and environmental issues.
CCI Tunis participated in various projects within the framework of different cooperation programs (ENI CBC MED, etc.). In relation to the priorities of the program, namely the environment, green energies, tourism, support for businesses and young entrepreneurs and also the protection of the intellectual property of women and young entrepreneurs who represent the weak link in the economic environment.
The Chamber of Commerce and Industry of Tunis has qualified staff in several disciplines, is versatile and has the financial means necessary to accomplish the tasks assigned to it within the framework of the various projects in which it participates.
The economic nature of CCI Tunis has allowed it to maintain strong relationships with the socio-economic community of “Greater Tunis” region and mainly with businesses and public institutions.
It also has an international network of economic partners with whom it has signed collaboration agreements to facilitate the commercial operations of local economic operators.
CCITunis has the necessary skills for the success of cross-border cooperation projects, namely:
• Collection and analysis of local data.
• Expertise in the organization of economic events and training cycles.
• Development and implementation pilot projects.
• Organisation of workshops and supporting organizations at the national level.
• Promotion through the means of communication.
• Development of guidance documents and public policy review papers.
• Transfer of results and knowledge through the creation of libraries of good practices

Previous experiences in project implementation & Other project

Motivation

PREVIOUS EXPERIENCES:
PROJECT TITLE AND BRIEF DESCRIPTION: IP Capacities for Smart, Sustainable and Inclusive Growth in the MEDiterranean Region / IPMED
IPMED intends to contribute to change by helping local authorities understand how they can support entrepreneurs in accessing, using and optimizing the growth potential of IPR, enhancing IPR entrepreneurs
~
TOTAL BUDGET: €1100000.0
~
MANAGED BUDGET: €222573.0
~
PROJECT TITLE AND BRIEF DESCRIPTION: Fostering Solar Technology in the mediterranean Area / FOSTEr in MED
FOSTEr in MED project aims to promote the adoption of innovative solar photovoltaic (PV) technologies in the Mediterranean area.
~
TOTAL BUDGET: €4050000.0
~
MANAGED BUDGET: €390165.0
~
PROJECT TITLE AND BRIEF DESCRIPTION: ENPI CBCMED "Mediterranean diet and enhancement of traditional foodstuff”
~
TOTAL BUDGET: €4497200.0
~
MANAGED BUDGET: €371238.0
~
OTHER PROJECT: 1. MEDiTRADE, Partner, SO1.2
2. SPEEDUP, Partner, SO1.2
3. AI-Driven SMEd, Partner, SO1.2
4. SUSMARK, Partner, SO2.4
5. RurLearn, Partner, SO3.1

Co-financing

Source	Amount	Percentage
Interreg Funds	279.135,15	89,00%
Partner contribution	34.499,85	11,00%
Partner total eligible budget	313.635,00	100,00%

Origin of partner contribution

Source of contribution	Legal status of contribution	Amount	% of total partner budget

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
CCI Tunis will contribute with HR to the co-funding as well as other own resources~OWN FUNDS	Private	34.499,85	11,00%
(PP5) CCI Tunis	Public	0,00	0,00%

Total		
Sub-total public contribution	0,00	0,00%
Sub-total automatic public contribution	0,00	0,00%
Sub-total private contribution	34.499,85	11,00%
Total	34.499,85	11,00%

B.1 Project Partner 7	
Partner number	7
Partner role	PP
Name of the organisation in original language	Adana Büyükşehir Belediyesi
Name of the organisation in english	Adana Metropolitan Municipality
Organisation abbreviation	(PP6) AMM
Department / unit / division	External Relations Department
Partner main address	
Country	Türkiye (TR)
NUTS 2	Adana, Mersin (TR62)
NUTS 3	
Street, House number, Postal code, City	Reşatbey Mahallesi Atatürk Bulvarı Tas Bina Zem...
Homepage	www.adana.bel.tr
Address of department / unit / division (if applicable)	
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal and financial information	
Type of partner	
Legal status	Regional or local public administration
VAT number (if applicable)	0070041057
Is your organisation entitled to recover VAT based on national legislation for the activities implemented in the project?	No
Profit making ~ Status public	PROFIT MAKING: False ~ STATUS PUBLIC: True
Vat explain how	

Contact	
Legal representative	Zeydan Karalar info@adana.bel.tr
Contact person	Adil Murat Vular Head of External Relations Department
Email	adilmuratvular@gmail.com
Telephone no.	00905307600130

Motivation

Key expertise provided to the project

Project implementation & communication, access to target groups, sustainability expertise etc

3.3.3 Experience and capacity of the Applicant & 3.3.4 Experience and capacity of the partner organisations

EXPERIENCE AND CAPACITY OF THE APPLICANT: N/A
~
EXPERIENCE AND CAPACITY OF THE PARTNER: Adana Metropolitan Municipality (AMM) having the experience, expertise and capacity in the thematic areas of sustainability and tourism development, aligns perfectly with the project's objectives of fostering sustainable practices within the accommodation sector.
Alignment with Project Goals:
• Relevant Expertise: AMM's existing programs related to sustainable tourism demonstrate a strong understanding of the challenges and opportunities for integrating sustainability principles within the hospitality industry. This practical knowledge positions AMM to provide valuable insights into tailoring the SMAC model to the specific needs of Adana's accommodation sector.
• Local Context and Stakeholder Relationships: AMM's deep understanding of the local tourism landscape, including the predominant types of accommodation businesses, is crucial for ensuring the project's effective implementation. Furthermore, established relationships with local tourism associations, hotelier groups, and educational institutions will facilitate stakeholder engagement and project dissemination.

Capacity for Project Implementation:
• Resource Allocation: AMM's participation signifies a commitment to allocating resources towards the project. This financial backing, coupled with AMM's potential to leverage its network for additional funding from local businesses or tourism development agencies, strengthens the project's financial sustainability.
• Human Capital: AMM's personnel possess expertise in environmental management, tourism development, and business development. These qualified individuals can be directly involved in project activities such as organizing awareness events, training programs, and pilot implementations of the SMAC model.
• Stakeholder Mobilization: AMM has the authority and reach to convene stakeholders from the tourism industry, educational institutions, and the local community. This ability is essential for ensuring widespread project adoption and long-term success.

Previous experiences in project implementation & Other project

Motivation

PREVIOUS EXPERIENCES:
PROJECT TITLE AND BRIEF DESCRIPTION: Provision of livelihoods to refugees and host community members through green economy and other activities to be conducted under the women's cooperative to be established in Adana
Donor:UN/ILO
Objective:strengthening employability & resilience in the labour market through skills development training
~
TOTAL BUDGET: €0.0
~
MANAGED BUDGET: €426374.7
~
PROJECT TITLE AND BRIEF DESCRIPTION: GREEN
The objective is to empower local host community and refugee women whilst giving vocational training on greenhouse and roll grass production via a women's cooperative and benefit from the livelihood opportunities of the cooperative.
Donor: USA BPRM
~
TOTAL BUDGET: €0.0
~
MANAGED BUDGET: €6000000.0
~
PROJECT TITLE AND BRIEF DESCRIPTION: Promoting Climate-smart Agriculture Practices and Employment Prospects for Turkish and Syrian communities in Adana
Overall objective of the project is to contribute towards development of more resilient and sustainable agricultural systems through supporting climate smart practices
Donor: GIZ/PEP
~
TOTAL BUDGET: €0.0
~
MANAGED BUDGET: €384963.0
~
OTHER PROJECT: 1. Project Title:Strenghtening Food Security and Safety through Climate Smart Agriculture with a special focus on Local Agri-Food Production
Specific Objective: S.O.2.2
Role: Applicant

2. Title: MEDGAPE
Specific Objective: S.O.2.2
Role: Applicant

Co-financing

Source	Amount	Percentage
Interreg Funds	286.771,35	89,00%
Partner contribution	35.443,65	11,00%

Co-financing		
Source	**Amount**	**Percentage**
Partner total eligible budget	322.215,00	100,00%

Origin of partner contribution			
Source of contribution	**Legal status of contribution**	**Amount**	**% of total partner budget**
Automatic partner contribution: National funding, obtained through co-financing mechanism~CONTRIB MED PARTNERS	Public	35.443,65	11,00%
(PP6) AMM	Public	0,00	0,00%

Total		
Sub-total public contribution	35.443,65	11,00%
Sub-total automatic public contribution	0,00	0,00%
Sub-total private contribution	0,00	0,00%
Total	35.443,65	11,00%

Associated organisations

Number	Status	Name of the organisation in original language	Name of the responsible project partner
1	Active	ASSO1	(LEP) DCCI
2	Active	ASSO2	(LEP) DCCI
3	Active	ASSO3	(LEP) DCCI
4	Active	ASSO4	(LEP) DCCI
5	Active	ASSO5	(LEP) DCCI
6	Active	ASSO6	(LEP) DCCI

ASSO1 AO1	
Partner number	LP1
Name of the organisation in original language	ASSO1
Name of the organisation in english	Technopolis PST S.c.a r.l.
Country	Italia (IT)
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal representative	
Contact person	
Email	
Telephone no.	

ASSO1 AO1	
Partner role	PREVIOUS EXPERIENCES: PROJECT TITLE AND BRIEF DESCRIPTION: RESIST - Regions for climate change resilience through Innovation, Science and Technology. Funded by: HORIZON-MISS-2021-CLIMA-02 Role: PP ~ TOTAL BUDGET: €24949990.25 ~ MANAGED BUDGET: €468750.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: CETMA-DIHSME - CETMA-Digital Innovation Hub for SMEs; Funded by: DIGITAL-2021-EDIH-01 Scope: European Digital Innovation Hub for digital services to SMEs and PA in Apulia and Basilicata Role: PP ~ TOTAL BUDGET: €5849476.0 ~ MANAGED BUDGET: €370585.94 ~ PROJECT TITLE AND BRIEF DESCRIPTION: CCI4TOURISM - Strengthen entrepreneurial skills of Cultural and Creative Industries for the valorisation of cultural heritage and the development of sustainable tourism models in the Adriatic-Ionian regions. Funded by: INTERREG ADRION 2014- 2020 Role: LP ~ TOTAL BUDGET: €1797623.23 ~ MANAGED BUDGET: €287540.1 ~ KEY EXPERTISE: Projects communication and capitalisation. Access to target groups and policy makers in Italy. Entrepreneurship support. Sustainability expertise. Technological expertise. Linked partner PP3

ASSO2 AO2	
Partner number	LP1
Name of the organisation in original language	ASSO2
Name of the organisation in english	Union of Dannieh Municipalities
Country	Lebanon (LB)
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal representative	
Contact person	
Email	
Telephone no.	
Partner role	PREVIOUS EXPERIENCES: PROJECT TITLE AND BRIEF DESCRIPTION: Improvement of educational services in the region of north Lebanon for a greater inclusion of young people on the labour market Funded by: French Embassy ~ TOTAL BUDGET: €251500.0 ~ MANAGED BUDGET: €182000.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: Development and Conservation of the Horizon Forest Trail in Lebanon Funded by: GIZ ~ TOTAL BUDGET: €300000.0 ~ MANAGED BUDGET: €250000.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: Sustainable Energy Access and Climate Action Plans (SEACAP) Funded by: European Union ~ TOTAL BUDGET: €120000.0 ~ MANAGED BUDGET: €120000.0 ~ KEY EXPERTISE: Projects communication and capitalization. Relationships with the local media. Access to target groups and tourism policy makers in Lebanon. Organisation of events. Linked partner: PP1

ASSO3 AO3	
Partner number	LP1
Name of the organisation in original language	ASSO3
Name of the organisation in english	Greening the Islands International LTD (GTII)
Country	Malta (MT)
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal representative	
Contact person	
Email	
Telephone no.	

ASSO3 AO3	
Partner role	PREVIOUS EXPERIENCES: PROJECT TITLE AND BRIEF DESCRIPTION: Dialogue4Tourism is a project with 11 Partners & 25 Associate Partners (2021-2027) - Strengthening an innovative sustainable economy - Promoting green living areas - Protecting, restoring, and valorising the natural environment and heritage - Enhancing sustainable tourism. ~ TOTAL BUDGET: €4000000.0 ~ MANAGED BUDGET: €250530.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: MAESHA is a project with 21 partners (2020-2024) - Provide flexibility for the stabilisation of the electricity grid on islands - Create synergies between electricity and other networks - Involve local communities for better ownership and energy transition - Ensure the replicability of the solutions ~ TOTAL BUDGET: €4300000.0 ~ MANAGED BUDGET: €237000.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: RETOUCH NEXUS is a project of 13 partners (2023-2026) - Promoting the Water-Energy-Food-Ecosystems (WEFE) Nexus as a multi-level & cross-sectoral approach - Increase synergies in promoting goals of sustainable & resilient water -Design economically & financially sustainable NEXUS based water systems ~ TOTAL BUDGET: €3000000.0 ~ MANAGED BUDGET: €143000.0 ~ KEY EXPERTISE: Projects communication and capitalization. Access to target groups and policy makers in Malta. Expertise in sustainable tourism. Support to local authorities and other stakeholders. Linked partner: PP5

ASSO4 AO4	
Partner number	LP1
Name of the organisation in original language	ASSO4
Name of the organisation in english	Al-Quds Open University
Country	Palestine (PS)
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal representative	
Contact person	
Email	
Telephone no.	
Partner role	PREVIOUS EXPERIENCES: PROJECT TITLE AND BRIEF DESCRIPTION: 573700-EPP-1-2016-1-PS-EPPKA2-CBHE- JP- Research output management through open access institutional repositories in Palestinian Higher Education 'ROMOR"- ~ TOTAL BUDGET: €1117516.0 ~ MANAGED BUDGET: €130000.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: 609976-EPP-1-2019-1-PS-EPPKA2-CBHE- JP- Reinforcing Access to Cross Border Employment at Palestinian Higher Education Institutions -PHEIs [REACH]- ~ TOTAL BUDGET: €948112.0 ~ MANAGED BUDGET: €90000.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: 561966-EPP-1-2015-1-PS-EPPKA2-CBHE- JP- Develop Business and Economic Research Centers Capacity at Palestinian Higher Education Institutions BERC ~ TOTAL BUDGET: €832191.0 ~ MANAGED BUDGET: €80000.0 ~ KEY EXPERTISE: Projects communication and capitalization. Access to target groups and policy makers in Palestine. Technological expertise (AI and other digital platforms). Linked partner: PP6

ASSO5 AO5	
Partner number	LP1
Name of the organisation in original language	ASSO5
Name of the organisation in english	Alentejo Science and Technology Park
Country	Portugal (PT)
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal representative	
Contact person	
Email	
Telephone no.	
Partner role	PREVIOUS EXPERIENCES: PROJECT TITLE AND BRIEF DESCRIPTION: CIU3A [Interreg POCTEP]: Build and kickstart the innovation center for Andaluzia, Alentejo and Algarve, specialized in industry 4.0 ~ TOTAL BUDGET: €21333333.33 ~ MANAGED BUDGET: €2118000.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: CETEIS [Interreg POCTEP]: Develop a model for advanced services and entrepreneurship and innovation of SMEs in EUROACE. ~ TOTAL BUDGET: €3624578.56 ~ MANAGED BUDGET: €280017.28 ~ PROJECT TITLE AND BRIEF DESCRIPTION: Startup Labware [Alentejo2020]: Support high-tech entrepreneurship initiatives. ~ TOTAL BUDGET: €492154.19 ~ MANAGED BUDGET: €148186.38 ~ KEY EXPERTISE: Projects communication and capitalization. Access to target groups and policy makers in Portugal. Technological expertise (model development). Technological expertise. Linked partner: PP2

ASSO6 AO6	
Partner number	LP1
Name of the organisation in original language	ASSO6
Name of the organisation in english	Chamber of Commerce and Industry of Serbia
Country	
NUTS 2	
NUTS 3	
Street, House number, Postal code, City	
Legal representative	
Contact person	
Email	
Telephone no.	

ASSO6 AO6	
Partner role	PREVIOUS EXPERIENCES: PROJECT TITLE AND BRIEF DESCRIPTION: CITYWALK-Towards energy responsible places:establishing walkable cities in the Danube Region Interreg Danube Transnational Programme Objective: to help cities in Danube region reduce emissions and noise, becoming a safer living space by increasing the role of sustainable mobility forms ~ TOTAL BUDGET: €2229590.5 ~ MANAGED BUDGET: €130155.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: INNOVAGRO-Development of an innovative network for the promotion of extroversion of agro-food companies in Adriatic-Ionian Area Interreg ADRION The project focuses on the development of links & synergies for the promotion of agro-fiidm development of agro-food companies and eco-friendly practices ~ TOTAL BUDGET: €1060000.0 ~ MANAGED BUDGET: €85000.0 ~ PROJECT TITLE AND BRIEF DESCRIPTION: ADRIPASS-Integrating multimodal connections in the Adriatic-Ionian region Interreg ADRION The project analyses physical and non physical bottlenecks on the TEN-T corridor sections of the ADRION region, with a specific focus on those recently extended to the Western Balkans ~ TOTAL BUDGET: €1423893.5 ~ MANAGED BUDGET: €110400.0 ~ KEY EXPERTISE: Projects communication and capitalization. Relationships with the local media. Access to target groups and tourism policy makers in Republic of Serbia. Sustainability expertise. Linked partner: PP3

C - Project description

C.1 Project overall objective

Below, you can see the Programme priority specific objective your project will contribute to (chosen in section A.1.).

1.2 (RSO1.3): Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments

Project overall objective

Now think about your main objective – what do you aim to achieve by the end of your project? Remember your project needs to contribute to the programme's objective.
Your objective should:

- be realistic and achievable by the end of the project, or shortly after;
- specify who needs project results and in which territory;
- be measurable – indicate the change you are aiming for.

1.2 (RSO1.3): Enhancing sustainable growth and competitiveness of SMEs and job creation in SMEs, including by productive investments

C.2 Project relevance and context

C.2.1 Proposal relevance

3.3.1 Proposal relevance

As mentioned in the programme document (page 12), TOURISM is one of the key sectors in the programme area. Moreover, SUSTAINABLE GROWTH is a crucial aspects to be addressed, given the disparities in human and economic development. And the same document continues mentioning that there is an essential need for establishing holistic strategies that can lead to improved policies and investments in (inter alia) the ENTREPRENEURIAL ECOSYSTEM

Apparently, Tourism, Sustainable Growth and Entrepreneurial Ecosystem are tightly connected aspecte within NEX MED approach.

In this framework, tourism sector finds itself at a breakpoint moment for embracing Environmental, Social, and Governance (ESG) principles. ESG provides a strategic framework for managing sustainability holistically across MSMEs operations and value chains. Done right, it steers hospitality onto a path of regeneration, resilience and positive community impact. Studies have shown that sustainability starts becoming a criterion for destination choice. In the sustainability report for 2021 of an international, well known, tour operator the following findings of a global survey in 2021 among 29000 travelers were (*):
- 81% of travelers surveyed say they want to stay in sustainable accommodations
- 73% are more likely to choose an accommodation if it has implemented sustainable practices.
- 72% think companies should offer more sustainable choices.

All the above, demonstrate that the adoption and implementation of sustainable practices is an urgent viability factor for the tourism industry and cannot be ignored

However…

In the project area, the tourism sector is dominated by micro and small operators. According to the national statistical institutions and/ or "OECD Tourism Trends and Policies 2022" the percentage of the MSMEs in the sector is over 96% in all participating countries. Those thousands of businesses are not at all familiar with SDGs, ESG, CSR, GRI and all those "strange" terms and abbreviations related to sustainability. They don’t have the knowledge or the resources to identify, choose, adopt, and implement sustainability practices. The problem is intensified by dozens of sustainability standards, containing thousands of "specifications"(**) which make small tourism operators’ compliance particularly complicated, extremely costly and practically not applicable.

Thus, we face the phenomenon of creating a "sustainability elite". On the one side there are very few sustainability "pioneers" (large businesses) that know what all this is about, and they plan and act. And on the other side, we find the overwhelming majority of economy and society for whom it is impossible to follow the evolution and simply ignore the overall issue.

The project aims at facing this challenge by developing a SIMPLIFIED SUSTSAINABILITY MODEL for Accommodation MSMEs (SSMA) providing them with an easy-to-use tool, making them able to comply, start their sustainability journey, adopt and implement sustainability practices, thus increasing their own competitiveness, internationalisation, innovation and productivity as well as the attractiveness of the area

By giving accommodation MSMEs the chance to operate sustainably, the project apparently contributes to the achievement of the programme Priority 1: "A more competitive and smarter Mediterranean", and the specific objective RSO1.3. ENHANCING SUSTAINABLE GROWTH AND COMPETITIVENESS OF SMEs and job creation in SMEs, including by productive investments

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(*) Report available upon request
(**) It is indicated that the European Sustainability Reporting Standard (ESRS) of the EU, which became mandatory (only for approximately 50,000 companies of all sectors throughout Europe due to its complexity) with Directive (EU)2022/2464, includes 84 disclosure requirements and 1144 data points (!)

C.2.2 Transnational dimension

3.1.2 Transnational dimension

Sustainability is a global imperative, and the challenges faced are not confined by borders. In the pursuit of a more sustainable future, a transnational approach is not just desirable, but essential, leading to more integrated results

a) Shared challenges: The Mediterranean region faces common sustainability challenges in the tourism sector, such as environmental degradation and social and governance issues. These challenges are particularly serious in the tourism sector, where the concentration of tourists can have a multiplier effect. A transnational approach is needed to address these common challenges effectively.
b) Diverse expertise: The project partners bring together experts from different countries, including experts in sustainable tourism and technology development, ensuring the outputs are tailored to common regional needs.
c) Knowledge sharing: The project facilitates knowledge exchange, promoting sustainable practices and raising awareness.

The project will have tangible benefits in all project territories, including:
- Raise of the awareness of the public in relation to sustainability
- A network formation for knowledge sharing and collaboration, enabling accommodation MSMEs to learn from each other and adopt sustainable practices according to their specific needs.
- Increased visibility and competitiveness of the project area, as it promotes the region as a sustainable and responsible tourism destination
- All benefits of MSMEs' sustainable operation such as increased capacity and expertise in sustainable tourism practices, economic benefits, attracting environmentally conscious tourists etc. The project is expected to lead to a 30% reduction in the environmental impact of MSMEs that will use the tools developed
- Improved governance: Transnational cooperation can help improve governance and policy coordination among project partners and stakeholders, leading to more effective and coordinated policies and actions.

C.2.3 Project beneficiaries

3.1.3 Project beneficiaries

Target groups:
- Accommodation MSMEs in the project area playing a crucial role in shaping the environmental,

social, and governance sustainability of tourism. They operate accommodation facilities that use resources, employ workers, and engage with local communities, influencing the environmental impact, social well-being, and governance practices associated with tourism.
- Tourism stakeholders in the project area: This broader group encompasses various entities involved in the tourism sector, including
  > Tourism policy makers
  > Local/ regional authorities
  > Tourism organizations including chambers
  >: Hotel associations
  > Environmental NGOs
- Professionals/ mentors-to-be
These stakeholders play a vital role in shaping the policies, practices, and regulations that govern tourism in the region, influencing environmental, social, and governance sustainability outcomes

Beneficiaries:
- Tourists: By promoting sustainability practices and responsible tourism, the project aims to create a more sustainable experience for visitors, contributing to their environmental consciousness and fostering a positive relationship with the destination
- Workers in accommodation MSMEs that will benefit from the project's focus on sustainability and ESG practices that lead to:
  > Improved working conditions
  > Greater job security
  > Enhanced professional development
  > Increased sense of ownership
- Higher education and research institutions can be considered as beneficiaries of the project for several reasons:
  > Enhanced research opportunities
  > Knowledge exchange and collaboration
  > Capacity building and training
  > Dissemination of knowledge
- Local communities living in and around tourism destinations. The project seeks to minimize the negative impacts of tourism on them, such as pollution, congestion, and disruption of traditional livelihoods. By promoting social and governance practices that enhance community engagement, respect of cultural heritage, and foster economic opportunities, the project aims to create a more harmonious relationship between tourism and local communities, leading to enhanced quality of life, economic opportunities, and environmental preservation.

Identification and Needs Assessment
Target groups and final beneficiaries were identified through a comprehensive stakeholder analysis conducted by each partner and consolidated. The analysis gathered data on the environmental, social, and governance challenges faced by tourism in Mediterranean, the practices of accommodation MSMEs, and the concerns of local communities and tourists. The analysis revealed that all stakeholder groups suffer from the negative impacts of unsustainable tourism, emphasizing the need for integrated interventions

Project main interventions addressing the needs of target groups and final beneficiaries – Tangible impact:
- Public awareness familiarizing the general public with the sustainability concept & fostering a culture of sustainability
- Development of the Simplified Sustainability Model for Accommodation businesses (SSMA) & Artificial Intelligence Recommendation Tool (AIRET) providing MSMEs with practical guidance on sustainable practices, start their sustainability journey, boost their capacity & competitiveness and

improve the tourists' experience. Pilot implementations of those tools in real MSMEs' operation
- Training of a group of experts able to facilitate the implementation of the tools in MSMEs and support their sustainable transformation
- Development of a policy recommendation paper
- Creation of a SMAC transnational network bringing together accommodation MSMEs, tourism stakeholders, and experts to share best practices, promote sustainable tourism, and raise awareness of the importance of ESG sustainability, ensuring durability and transferability
- Dissemination and capitalization activities leading to wide spread of project results and outputs and enhancing the brand reputation of the project areas

C.2.4 Target Group

In the first column of each row, please select one of the pre-defined target groups from the drop-down list. In the second column explain in more detail exactly who will benefit from your project. For example, if you choose the category education, you need to explain which specific schools or groups of schools and in which territory.

Target Group	Specification
Other	Communication strategy, plan and evaluation system (sets of documents) ~ TARGET GROUP: The output is internal document of the partnership that benefits all the target groups (see 3.1.3) ~ TARGET GROUP INVOLVEMENT: Consultation (A1.4.2)
Other	Inception video and final video ~ TARGET GROUP: All target groups as presented in 3.1.3 ~ TARGET GROUP INVOLVEMENT: Visual awareness about the project. Interviews with representatives of target groups in the videos
Other	Poster ~ TARGET GROUP: All target groups as presented in 3.1.3 ~ TARGET GROUP INVOLVEMENT: Visual awareness about the project
Other	Awareness events about sustainability concept ~ TARGET GROUP: All target groups as presented in 3.1.3 ~ TARGET GROUP INVOLVEMENT: Participation in the awareness events (conferences, workshops, presentations in schools)
Other	Project promotional campaigns in traditional mass media ~ TARGET GROUP: All target groups as presented in 3.1.3 ~ TARGET GROUP INVOLVEMENT: Awareness of the project provided through the traditional mass media

Target Group	Specification
Other	Communication material ~ TARGET GROUP: All target groups as presented in 3.1.3 ~ TARGET GROUP INVOLVEMENT: Permanent (USB) and periodic (e-newsletters) detailed awareness of the project and its progress
Other	Online presence of the project ~ TARGET GROUP: All target groups as presented in 3.1.3 ~ TARGET GROUP INVOLVEMENT: Interactive awareness and continuous feedback/ consultation. Awareness of the scientific community
Other	Simplified Sustainability Model for Accommodation businesses (SSMA) ~ TARGET GROUP: Accommodation MSMEs, Tourism policy makers, Local/ regional authorities, Professional organisations ~ TARGET GROUP INVOLVEMENT: Consultation (A1.4.2), Pilot implementations (A3.3.1), Policy paper (A3.4.1), Involvement through WP2 and WP4
Other	Joint training of sustainability mentors/ facilitators ~ TARGET GROUP: Accommodation MSMEs, Professionals/ mentors-to-be ~ TARGET GROUP INVOLVEMENT: Consultation (A1.4.2), Open call for expression of interest (A3.2.2), Participation in training and in mentors' registry (A3.2.2)
Other	Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET ~ TARGET GROUP: Accommodation MSMEs, Professionals/ mentors-to-be ~ TARGET GROUP INVOLVEMENT: Participation in pilot implementations (MSMEs) (A3.3.1), Facilitating pilot implementations (mentors) (A3.3.1)
Other	Policy recommendation paper ~ TARGET GROUP: Tourism policy makers, Local/ regional authorities, Tourism organizations, Professional organisation ~ TARGET GROUP INVOLVEMENT: Consultation, Capitalisation conferences, Additional capitalisation activities, Through WP2

Target Group	Specification
Other	Capitalisation conferences ~ TARGET GROUP: Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be ~ TARGET GROUP INVOLVEMENT: Active participation in the conferences Presentation of good practices in pilot implementations
Other	Study visits ~ TARGET GROUP: Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be ~ TARGET GROUP INVOLVEMENT: Participation in study visits Watching the meetings in study visits online
Other	Additional capitalization activities ~ TARGET GROUP: Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be ~ TARGET GROUP INVOLVEMENT: Participation in demo days (physical or online) Training (physical or online) Individualized support
Other	SMAC OER-LLAB platform ~ TARGET GROUP: Accommodation MSMEs Tourism stakeholders as analysed in 3.1.3 Professionals/ mentors-to-be ~ TARGET GROUP INVOLVEMENT: Promotion of the SMAC OER-LLAB platform and motivating target groups to use it. Use of the platform
Other	SMAC Network ~ TARGET GROUP: Accommodation MSMEs, Tourism stakeholders as analysed in 3.1.3, Professionals/ mentors-to-be ~ TARGET GROUP INVOLVEMENT: Participation in the network as physical or legal persons and as regular or affiliated members

C.2.5 Strategic level

3.1.4 Strategic level

Strategy	Contribution
Other	The consistency of the project with the horizontal principles set out in article 9 of the Common Provisions Regulation are presented in part 3.7 of the proposal Moreover, the project - Promotes the sustainability concept to MSMEs in tourism by providing them simple, easy to use and tested tools (SSMA & AIRET) to enable them start their sustainability journey, thus enhancing their competitiveness - Is a driving force for creating a sustainability culture and complements to the "Sustainable Tourism Toolkit" (https://www.enicbcmed.eu/sites/default/files/interreg_sustainable_tourism_toolkit_2023.pdf) Therefore, it contributes to ALL the strategies at general and transversal level, connected in one way or another to the pillars Environment, Social and Governance of the ESG sustainability scheme Furthermore, it will use the knowledge and contribute to the following strategies some of them related to SO3.2 of the programme - UN SDGs: > Nr2: Reduction of food waste (key sustainability factor for accommodation businesses) > Nr5: Gender equality (see 3.7) > Nr6: Related to water saving > Nr7: Related to energy saving > Nr8: Decent work and economic growth: Main criterion in the pillar “Society” of ESG Sustainability > Nr10: Reduced inequalities (see 3.7) > Nr12: Related to responsible consumption, waste reduction, recycling > Nr13: Climate action (limiting greenhouse gases emissions) > Nr17: The project is a joint transnational action - SME strategy for a sustainable and digital Europe (directly related to ESG sustainability) - COSME: Programme for SMEs related to their competitiveness - EU strategy for sustainable tourism (https://www.europarl.europa.eu/doceo/document/A-9-2021-0033_EN.html) Exploitation & enhancement of synergies - Collaboration with partner organizations to share knowledge, expertise & resources - Dissemination of project results - Replication/ adaptation of good practices -Sustainability policy advocacy

C.2.6 Synergies and complementarities

Name of the project (and Programme/ initiative under which it has been funded)	**List of outputs to be exploited**
Models of Integrated Tourism in the MEDiterranean Plus (MITOMED+) 2014 - 2020 INTERREG VB Mediterranean https://mitomedplus.andalucia.org https://keep.eu/projects/21335/Models-of-Integrated-Touris-EN/	Output: Green Beach Model Description: The Green Beach Model builds on existing beach management efforts (Blue Flag Programme, ISO 13009:2015, etc...) to define the nature standards, characteristics and criteria that a beach must meet to be considered sustainable. It uses 24 indicators in 8 categories and foresees the implementation of some small infrastructures Exploitation/ Upscale The SMAC project will examine the criteria of green beach model and may incorporate some of them in the SSMA addressing the coastal accommodation MSMEs Access: Access will be requested by the https://mitomedplus.andalucia.org website administrator (mitomedplus@andalucia.org) Output: Open Platform for Data Collection and Sharing Indicators Description: MITOMED+ has developed a system of indicators, a best practice transfer manual and an open, online data gathering platform to help policy makers monitor the social and environmental impacts of maritime and coastal tourism. It provides a set of tools that allow users to implement tourism data indicators for the sustainable management of maritime and coastal destinations Exploitation/ Upscale As the system developed by MITOMED+ includes economic, environmental, social and cultural indicators, SMAC project will update it and enrich it with governance indicators (3rd pillar of ESG Sustainability) Access: The system is uploaded at https://mitomedplus.andalucia.org. As it is not freely accessible, a password will be requested by the website administrator (mitomedplus@andalucia.org)

Name of the project (and Programme/ initiative under which it has been funded)	List of outputs to be exploited
Coastal areas sustainable tourism water management in the Mediterranean (CASTWATER) 2014 - 2020 INTERREG VB Mediterranean https://castwater.interreg-med.eu/ https://keep.eu/projects/21332/Coastal-areas-sustainable-t-EN/	Output: Online tool to monitor, compare and grade performance in sustainable tourism water management Description The CASTWATER project has developed an online tool addressed to tourism sector SMEs in Med that allows them to understand, compare, assess and rate their performance on water efficiency & water management. Data gathered is used by PAs to monitor tourism sector's overall performance in their region and measure the effectiveness of territorial policies on water management Tourism SMEs that completed the survey can rate their level of achievement in implementing measures that promote water efficiency and see the recommendations on how to improve their water management performance in the areas where more actions are required. Drawn from SMEs' replies, the monitoring section allows evaluation of whether the systems of governance for water resources are functioning properly and yields indicators for PAs to measure the effectiveness of water management existing policies. The indicators are used to extract conclusions on the strengths and weaknesses of the water management system and evaluate the surrounding environment affecting regional performance. Tool transferability can be made possible by extending the available countries, regions and provinces at the signup section of the tool, in order to include further areas inside the MED territory, thus extending the tool's capabilities of assessing and monitoring a wider range of areas Exploitation/ Upscale Water management is a key point in environmental pillar of ESG sustainability. SMAC project will use the CASTWATER'S output as a good practice for accommodation MSMEs to measure their performance. Moreover, SMAC will recommend public authorities in the project areas to use the output in order to measure the effectiveness of water management existing policies Access: Free at https://castwater-tool.ceid.upatras.gr/
	Websites of the projects https://blacksea-cbc.net/wp-content/uploads/2015/12/fact-sheet-MIS-2634.pdf (CerTour) https://blacksea-cbc.net/wp-content/uploads/2020/04/BSB17_projectfactsheet_v2.pdf (CerTourII) https://keep.eu/projects/15804/Quality-certification-Syste-EN/ (CerTour)

Name of the project (and Programme/ initiative under which it has been funded)	**List of outputs to be exploited**
	https://keep.eu/projects/22482/for-a-better-SME-management-en/ (CerTourII)
Quality Certification System in Agrotourism (CerTour) 2007 - 2013 Black Sea Basin ENPI CBC CERTOUR II: For a Better SME Management (CerTour II 2014 - 2020 Black Sea Basin ENI CBC	Output: Quality Certification System in Agrotourism Description The aim of CerTour was to improve the services provided by the agrotourism sector in the project area by creating a framework of quality standards to which the local SMEs should adapt themselves in order to be assessed and certified. The Quality System consists of a quality standard (criteria, scoring system) , forms of documents (SME's application and submission document, assessors' scorebook, assessors' feedback report) and form of the certificate awarded) Exploitation/ Upscale The SMAC project will update the Quality System by enriching it with criteria related to ESG sustainability Access: The Quality System is already accessible by the SMAC partnership CERTOUR II was the sequel of CERTOUR project aiming at enhancing the competitiveness of tourism SMEs by improving their management and upgrading the skills of people of the tourism SMEs, providing and testing (pilot implementing) modern management tools in their operations. Its main outputs were: Outputs: - Management tools (business plan, customer satisfaction tool, balanced scorecard tool) - Mentors' training package Exploitation/ Upscale - The SMAC project will update the management tools with elements related to ESG sustainability and complement them with the Simplified Sustainability Model for Accommodation businesses (SSMA) SMAC output OUT3.1) - The training package on Simplified Sustainability Model for Accommodation (A3.2.1) will complement the mentors' training package developed by CERTOURII Access: The CERTOUR II outputs are already accessible by the SMAC partnership

Name of the project (and Programme/ initiative under which it has been funded)	**List of outputs to be exploited**
Promoting the co-evolution of human activities and natural systems for the development of sustainable coastal and maritime tourism (CO-EVOLVE) 2014 - 2020 INTERREG VB Mediterranean https://co-evolve.interreg-med.eu/ https://keep.eu/projects/21338/P	Output: Tourism Sustainable Toolkit Description: The toolkit provides the framework for collecting the data necessary to measure and monitor tourism sustainability in coastal areas. The use of sustainability indicators provides guidelines for improving and adapting tourism strategies, promoting stakeholder engagement and helping to monitor and assess sustainability changes in the future. Exploitation/ Upscale While this Toolkit has been developed for coastal areas, the SSMA that will be developed from SMAC project covers the sustainability concept as micro and small accommodation business level, creating a complementary effect with the previous Access: The toolkit is accessible at https://co-evolve.interreg-med.eu/what-we-achieve/deliverable-library/detail/?tx_elibrary_pi1%5Blivrable%5D=5224&tx_elibrary_pi1%5Baction%5D=show&tx_elibrary_pi1%5Bcontroller%5D=Frontend%5CLivrable&cHash=255df7e1e13a6e808570f15aa256dac5

Name of the project (and Programme/ initiative under which it has been funded)	List of outputs to be exploited
Co-evolution of coastal human activities & Med natural systems for sustainable tourism & Blue Growth in the Mediterranean.(Co-Evolve4BG) 2014 - 2020 Mediterranean Sea Basin ENI CBC https://www.enicbcmed.eu/projects/co-evolve4bg https://keep.eu/pro	Output: Co-Evolve4BG – Toolkit and user guide Description: Similar as the output "Tourism Sustainable Toolkit" of the project CO-EVOLVE funded by 2014 - 2020 INTERREG VB Mediterranean mentioned presented above Exploitation/ Upscale Similar as the output "Tourism Sustainable Toolkit" of the project CO-EVOLVE Access: The output is accessible at https://www.enicbcmed.eu/sites/default/files/2023-01/Co-Evolve4BG%20GENERAL%20Toolkit%20-%20User%20Guide_v1.zip Output: Threats and Enabling Factors Mediterranean Scale: MED Scale Analysis Ecosystems protection Description The document aims to identify the different threats to Mediterranean ecosystems and their protection strategies (enabling conditions), focusing in coastal and sea areas, in a climate change context, and their relation with tourism development. It is based mainly on the reports established by the 5 Mediterranean countries involved in the Co-Evolve4BG project (ES, IT, TN, GR, LB). Exploitation/ Upscale SMAC will take into consideration the content of this document during the formulation of the criteria of SSMA model. Moreover, it will provide information useful to update the document so it can cover more areas not involved in Co-Evolve4BG Access: The output is accessible at https://www.enicbcmed.eu/sites/default/files/2023-11/ID-MED02_11_ECOSYS.pdf

Name of the project (and Programme/ initiative under which it has been funded)	List of outputs to be exploited
Transferring Coastal Integrated Governance for Sustainable Tourism (COASTING PLUS) 2014 - 2020 INTERREG VB Mediterranean https://coasting.interreg-med.eu/ https://keep.eu/projects/27362/Transferring-Coastal-Integra-EN/	Output: Methodology for governance and sustainable tourism Description Several indications summarised in a methodological document, set common guidelines to develop and enhance a multilevel governance tool for coastal areas integrating procedures and activities for sustainability and qualification of the tourism sector. This defined methodology may be adapted to other territories that are interested in applying it. Exploitation/ Upscale SMAC project will examine if the output can be used as good practice for accommodation MSMEs and/ or other stakeholders Access: The guidebook is accessible at https://coasting.interreg-med.eu/fileadmin/user_upload/Sites/Sustainable_Tourism/Projects/COASTING/Deliverable_3.3.1_rev1.pdf
REvitalization of Sustainable Tourism Across Regions in The MEDiterranean (RESTART MED!) 2014 - 2020 Mediterranean Sea Basin ENI CBC https://www.enicbcmed.eu/projects/restart-med https://keep.eu/projects/26534/REvitalization-of-Sustainabl-EN/	Output: Checklist to evaluate sustainability in tourism policies Description The checklist includes several questions related to the effects of tourism policies in the tourism sustainability in various areas, divided in categories of governance, environment, social-culture and economy. Exploitation/ Upscale the SMAC project will take into account the content of the checklist and complement it with the full set of ESG sustainability criteria included in the SSMA model that will be developed. So, a full checklist will be developed to evaluate the effect of the tourism policies in the sustainability of accommodation MSMEs in the concerned areas Access: The checklist is available at: https://www.enicbcmed.eu/sites/default/files/2022-09/1%20-%20Checklist%20to%20assess%20sustainability%20in%20catalan%20policies.pdf

Name of the project (and Programme/ initiative under which it has been funded)	**List of outputs to be exploited**
Systemic approach for sustainable tourism strategies in rural areas (SYSTOUR) 2021 - 2027 Interreg VI-C Interreg Europe https://www.interregeurope.eu/systour https://keep.eu/projects/28180/Systemic-approach-for-sustai-EN/	SYSTOUR is an ongoing project started in March 2023 without having produced outputs yet. Its main goal is to move the tourism flow to the rural areas that are none exploited and stress the particularities of these territories Therefore, as SMAC will develop tools facilitating the and enhancing the ESG sustainability profile of accommodation MSMES, it improving the tourism attractivity of the area, thus contributing to the main aim of SYSTOUR project
TOURINN-ACT Project 2021-2023 COSME https://tourinnact.eu/	TourINN-act aims to boost the uptake of digitalisation and innovation by tourism SMEs through specific transnational cooperation and capacity building actions and the provision of financial support to minimum 60 tourism SMEs from different countries in the form of vouchers, developing new organisational models for the management of tourism spaces and innovative solutions for the modernisation of the tourist experience, improving the fruition of the tourist offer and making SMEs more sustainable and profitable in the medium-long term. TourINN-act will improve the mutual cooperation among tourism SMEs, technological providers, public authorities and relevant actors of the tourism value chain through capacity building actions and the organisation of activities such as webinars, peer-learning networks, matchmaking scheme and knowledge sharing participation processes with the aim to build a Community of Practice around digital innovation, sustainability & tourism in a long-term perspective SMAC project underlines the sustainability dimension and the Sustainability Model that will be developed will be used as a roadmap for accommodation operators to adopt and implement sustainable practices

Name of the project (and Programme/ initiative under which it has been funded)	List of outputs to be exploited
Business Excellence in Tourism (EXCELTOUR) 2014 - 2020 Black Sea Basin ENI CBC https://blacksea-cbc.net/wp-content/uploads/2021/11/BSB874_project-factsheet.pdf https://keep.eu/projects/24600/BUSINESS-EXCELLENCE-IN-TOUR-EN/	The EXCELTOUR project had as general objective to promote business & entrepreneurship in the tourism sector and enhance its competitiveness by introducing the concept of Business Excellence in the operations of tourism organisations, especially SMEs, using the internationally recognized Excellence Model of the European Foundation for Quality Management (EFQM) and targeting mainly to ensure SUSTAINABILITY of tourism Output: Implementation of the EFQM Excellence Model in tourism MSMEs. MSMEs recognition as outstanding organisations Exploitation/ Upscale It is taken into account that ESG Sustainability lies at the heart of the EFQM Model that is aligned with: - The UN Global Compact - The European Social Charter - The European Convention on Human Rights and the - United Nations 17 Sustainable Development Goals that are cornerstones of sustainability With the development or the SSMA and AIRET, an integrated set of tools is provided to the MSMEs enabling their transformation to meet the latest market requirements and boosting their performance and competitiveness Access: The EXCELTOUR outputs are already accessible by the SMAC partnership

Name of the project (and Programme/ initiative under which it has been funded)	**List of outputs to be exploited**
Interact Interreg C https://www. interact-eu.net/	Output: Capitalisation Management Toolkit Description: Capitalisation toolkit including the following sectors: - Overview and Structure infographic - Capitalisation Toolkit 2.0 - Programming - Capitalisation Toolkit 2.0 - Monitoring and evaluation - Capitalisation Toolkit 2.0 - Implementing - Capitalisation Toolkit 2.0 - Communication - dissemination of achievements Exploitation/ Upscale: The toolkit will be used as a guidance for the efficient and effective implementation of capitalisation activities of the SKILL UP project (WP4) Access: Free access to the toolkit at https://www.interact-eu.net/project-life-cycle-and-more/project-life-cycle/capitalisation or https://www.interact-eu.net/library/166

C.2.7 Operational level

3.1.4 Operational level

Apart of the projects listed elsewhere, there are many European and international initiatives related to ESG sustainability and the SMAC project's objectives, at both, strategic and operational level. Some of them are the following:

Name: EUROPEAN CORPORATE SUSTAINABILITY REPORTING DIRECTIVE (CSRD)

The CSRD - (EU) 2022/2464 entered into force on 5 Jan 23, requires companies to report on the impact of corporate activities on the environment, society and governance, and concerns approximately 50000 BIG enterprises listed in regulated markets, of all sectors, all over Europe. From its side, the SMAC projects concerns small operators in the specific sector of accommodation that are is not included in the scope of CSRD, thus acting complementarily to it

Name: GLOBAL SUSTAINABLE TOURISM COUNCIL

The Global Sustainable Tourism Council® (GSTC) establishes and manages global standards for sustainable travel and tourism, known as the GSTC Criteria. As those criteria cover the BIG hotels and tour operators but not the small accommodation enterprises, the SMAC project provides the complementary model covering the MSMEs of the sector

Name: ECO LABEL

The EU Ecolabel is the official European Union voluntary label for environmental excellence. Established in 1992 and recognised across Europe and worldwide, it certifies products and services having a reduced environmental impact throughout their lifecycle. By partnering, SMAC can provide small accommodation operators with educational, credibility, networking and marketing opportunities to adopt sustainable practices and achieve EU Ecolabel certification

GLOBAL REPORTING INITIATIVE (GRI)

GRI is an independent, international organization providing to the businesses with complicated ESG sustainability standards focusing on sectors not including tourism. As tourism is not included in the GRI Sector Standards, nor is planned to be included in the upcoming years, complementarity of the outputs of SMAC project is fully justified

C.3 Roles and tasks

Describe the structure of your partnership and explain why these partners are needed to implement the project and to achieve project objectives. What is the contribution of each partner to the project?

ALL partners actively contribute to project implementation. The activities implemented by all partners are:
- A1.1.1: Participate in Steering Committee (SC) and its meetings (organized by LP, PP1, PP3, PP5 and PP6) and in programme events (A1.1.2)
- A1.3.1 / 2 / 3: Contribution to day-to-day management & coordination, financial management and reporting
- A1.4.1: Target groups mapping (except for PP1 (EG1) and PP4 (GR))
- A1.4.2: Consult with and engagement of stakeholders
- A2.3.1: Print the project posters
- A2.4.2: Regional awareness activities about sustainability
- A2.5.1: Promotional campaigns
- A3.1.1 / 2: Jointly develop the SSMA and assess and refine it after pilot implementations
- A3.3.1: Facilitate the pilot implementations
- A4.1.1: Regional capitalisation conference (except for PP1)
- A4.2.1: Organize 1 and participate in other 3 study visits
- A4.3.1 / 2 / 3: Implement all the additional capitalisation activities
- A4.4.1: Joint requirement analysis and co-operate the SMAC OER-LLAB platform
- A4.5.1: Establish & participate in the SMAC network

Moreover:

LP will:
Draw up the management technical manuals (A1.2.1)
Design the awarding scheme (A3.1.3)
Develop the training package and organize the joint training course (A3.2.1 / 2)

PP1 (EG1) will organize the international conference (A4.1.2)

PP2 (EG2) will:
Produce the project videos (A2.2.1)
Develop an awareness package (A2.4.1) to be translated by LP1, PP3, PP5 and PP6
Design and post the infographics (A2.7.2)

PP3 (ES) will:
Compose the communication documents (A2.1.1 / 2)
Compose the policy recommendation paper (A3.4.1)
Co-design & administrate the SMAC OER-LLAB (A4.4.1)

PP4 (GR) will:
Write/ publicise the thematic articles (A2.7.3)
Develop the AIRET (A3.1.1)
Co-design, develop & test the SMAC OER-LLAB (A4.4.1)

PP5 (TN) will:
Design the project poster (A2.3.1)
Produce and publish the e-newsletters (A2.6.2)
Compose the network documents (A4.5.1)

PP6 (TR) will produce the USB flash drives (A2.6.1)

C.4 Project work plan

Number	Work package name
1	(WP1) Management coordination
2	(WP2) Communication and dissemination
3	(WP3) Model development – Pilot Applications
4	(WP4) Experience exchange and transfer - Capitalisation

Work package 1

Work package title

(WP1) Management coordination

Specific Objective - Expected result

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

Management coordination

Final beneficiaries and Description

FINAL BENEFICIARIES: None
~
DESCRIPTION: The aim of this WP is to have a project well managed, coordinated & controlled, achieving its general & specific objectives without problems or delays. This will be achieved through a specific management structure, continuous contact between the partners, regular meetings and a group of coordinators, financial managers & controllers at project and partner level.

The project is managed by a steering committee (SC) composed by:
- The project coordinator (PCord) appointed by the LP and responsible for the overall, day-to-day management & coordination and data protection (GDPR)
- The 6 local coordinators (LCord) appointed by the other partners solely responsible for the activities implemented by the respective partner
- 7 members, one per partner, preferably the partners' financial managers.
The SC meetings (physical or online) will be regularly held, approximately every 6 months. Irregular online meetings are also possible

Main internal com...

Activities

Activity 1.1	
Title	(1.1.1) Kick off and steering committee meetings
Start period	Period 1, 1 - 6
End period	Period 5, 25 - 30

Activity 1.1	
Description	Regular SC meetings will be held every 6 months in different partner's place. An intercalary online meeting is planned to be held in 3th month to approve the technical manuals (OUT1.2). Occasional online meetings are possible. Consensus is the main principle for decision making The agenda of regular meetings includes (inter alia): - Project progress control - Up-to-date outputs evaluation - Next semester detailed plan - Financial issues - Various problems solving - Press conference
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.2	
Title	(1.1.2) Participation in programme events
Start period	Period 1, 1 - 6
End period	Period 4, 19 - 24
Description	The activity includes the participation of the project partners in events (meetings or other), organised by the programme authorities. It is assumed that, during the project period, 2 events will be organised with an agenda defined by MA/JMS. In those events, 2 representatives from each partner will participate. The activity appears without any cost because its expenses are covered by the flat-rate of 15% of each partner's staff cost
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.3	
Title	(1.2.1) Drawing up the technical manuals
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6

Activity 1.3	
Description	In the project's initial phase, 7 technical manuals will be developed to formulate a comprehensive suite ensuring a structured and well-managed project framework The manuals will be conducted by the LP and after consultation and approval by all partners in the intercalary online meeting, will be validated and put in force When necessary, the content of the manuals will be reviewed and updated to ensure their relevance, effectiveness, and compliance with any changes in the project environment.
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.4	
Title	(1.3.1) Day-to-day project management and coordination
Start period	Period 1, 1 - 6
End period	Period 5, 25 - 30
Description	The day-to-day management and coordination is done by the project and local coordinators in close cooperation. Based on the technical manuals (A1. 2.1), it encompasses overseeing daily project activities, aligning tasks with timelines, facilitating communication, resolving issues promptly, and ensuring smooth collaboration through continuous communication between partners. This activity is a key factor for effective project implementation, timely decision-making, and overall project success
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.5	
Title	(1.3.2) Project financial management
Start period	Period 1, 1 - 6
End period	Period 5, 25 - 30

Activity 1.5	
Description	Financial management involves overseeing the project's monetary aspects, including budgeting, expenditure tracking, financial reporting and ensuring adherence to financial regulations of the programme. The activity ensures effective resource allocation, cost control, and financial transparency, contributing to project success For effective implementation at partner's level, a financial manager will be appointed by each partner. The LP's financial manager will also be responsible at project level
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.6	
Title	(1.3.3) Project reporting
Start period	Period 2, 7 - 12
End period	Period 5, 25 - 30
Description	Project reporting according to the regulations. Each one of the 8 partners will conduct the reports foreseen though local coordinator and local financial manager. Moreover, LP will be responsible to conduct the consolidated reports
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.7	
Title	(1.4.1) Mapping of the target groups in partners' regions. Identification of capitalisation receivers
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6

Activity 1.7	
Description	Each partner (except for LP-GR and PP1-EG1) will map in its country the target groups as they have been identified in 3.1.3 and the capitalization receivers. Special attention will be paid to recording legal representatives, contact persons, contact details and segmentation of the records. The 6 target group maps will be created in digital forms and consolidated in order the map at project level to be produced. In the entire activity, rules for personal data protection will be strictly applied
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.8	
Title	(1.4.2) Consultation with and engagement of accommodation stakeholders
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6
Description	Based on the target group maps, a consolidation process with the key target groups will take place in order for the partnership to gather information and insights for the development of the sustainability tools (SSMA and AIRET) and for the entire project implementation in general The consultation will be based on common questionnaires (developed by the LP) that will be filled in either online or physical meetings. Each partner's consultation report will be given to the LP to consolidate them
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 1.9	
Title	(1.4.3) Consultation with and engagement of accommodation stakeholders
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6

Activity 1.9	
Description	Based on the target group maps, a consolidation process with the key target groups will take place in order for the partnership to gather information and insights for the development of the sustainability tools (SSMA and AIRET) and for the entire project implementation in general The consultation will be based on common questionnaires (developed by the LP) that will be filled in either online or physical meetings. Each partner's consultation report will be given to the LP to consolidate them
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Outputs

Output 1.1	
Output Title	(1.1) Project meetings
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: 8.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 10% ~ DESCRIPTION: There will be 6 steering committee (SC) meetings during the project, one in the beginning (kick off) and one in the end of every semester. The last SC meeting will be held during the international capitalisation conference in Egypt (A4.1.2). Participation of 2 representatives of each partner in 2 meetings organised by project authorities is foreseen. In the physical meetings, co...
Output 1.2	
Output Title	(1.2) Technical Manuals
Programme Output Indicator	

Output 1.2	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 1, 1 - 6
Output Description	OUTPUT TARGET VALUE: 7.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 1% ~ DESCRIPTION: In the project's initial phase, the following technical manuals will be developed. - Steering Committee internal regulation - Reporting and Financial Procedures - Risk Management - Quality Control, Project Monitoring & Internal Evaluation - Internal Communication - Gender Equality Plan - Data Protection These manuals serve as foundational documentation, outlining key processes &...
Output 1.3	
Output Title	(1.3) Project management
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30

Output 1.3	
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 83% ~ DESCRIPTION: Project management aims at having a smooth project implementation according to the approved project proposal, oriented to the project objectives achievement and respecting the time plan and the budget Effective project management is ensured by the well-defined management structure and the use of the management technical manuals (A1.2.1), the continuous and direct communication a...
Output 1.4	
Output Title	(1.4) Target group maps (set) – Consultation reports (set)
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 1, 1 - 6
Output Description	OUTPUT TARGET VALUE: 2.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 6% ~ DESCRIPTION: In order for the partners to proceed with the technical WPs, it is important for them to record the target groups, understand their perspectives and needs, and obtain valuable insights into common and non-common challenges and opportunities The output consists of: - Target group maps in partners' countries respecting the GDPR principles - Set of reports and results of consultatio...

Work package 2

Work package title

(WP2) Communication and dissemination

Specific Objective - Expected result

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

Communication and dissemination

Final beneficiaries and Description

FINAL BENEFICIARIES: None
~
DESCRIPTION: Objectives
The overarching objective of WP2 is to implement the communication strategy presented in 3.4.4. Specifically, it aims at achieving the following objectives:
- Raise awareness of the European Union action, increase the visibility of NEXT MED Programme and create a consistent image of the EU support in all participating countries.
- Raise awareness of the project, its goals and the benefits for the target groups and stakeholders as defined in 3.1.3
- Promote the adoption of sustainable practices among accommodation MSMEs and create a culture of sustainability
- Enhance understanding of the project's impact
- Gain media coverage and public recognition

Target Audiences
All the target groups and the final beneficiaries as described in 3.1.3

Communication Channels
The main formal communication channels will be social media (including Facebook, Twitter, Instagram, and LinkedIn), website, regional mass media, direct mail & tailored even...

Activities

Activity 2.1	
Title	(2.1.1) Composition of the project communication strategy and plan. Communication toolkit

Activity 2.1	
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6
Description	In early stage of the project, PP3 will develop the analytical communication strategy of the project, specify and quantify the communication SMART objectives and produce the detailed communication plan covering the entire project duration. Moreover, PP3 will create a communication toolkit with important information specifications guides and templates Although this is an internal document for the SMAC partnership, it may be used as a set of guidelines for similar projects and activities
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.2	
Title	(2.1.2) Communication evaluation system. Common templates and reports design
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6
Description	The evaluation system developed by PP3 and complementing the communication strategy and plan will include: - The procedure of the communication activities evaluation - Scorecard with communication performance indicators - Questionnaires to gather feedback from stakeholders for various activities (see 3.4.3) The system will be applied for monitoring and evaluating of the communication and capitalisation activities
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.3	
Title	(2.2.1) Design and production of the project's videos
Start period	Period 1, 1 - 6
End period	Period 5, 25 - 30
Description	As mentioned in the description of the output, PP3 will produce two short videos (inception and final) following the specifications set in the guidelines for applicants. Furthermore, all project events will be video recorded under the responsibility of the respective partner. All videos will be uploaded on the project's internet sites and youtube
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.4	
Title	(2.3.1) Design and production of the project poster
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6
Description	The poster will be designed by PP4 (GR) in English and will be sent to the partners who will add the text in their language and reproduce it in 50 copies each
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.5	
Title	(2.4.1) Development of a presentation package for public awareness on sustainability
Start period	Period 2, 7 - 12
End period	Period 2, 7 - 12

Activity 2.5	
Description	Design and development of a presentation package for public awareness of ESG Sustainability in English. The package will include appealing presentation media such as digital presentations, videos and podcasts. Also, special modules for children that can be used for presentations in schools will be included The material will be developed by LP and translated in all partners' languages by PP3 (ES), PP4 (GR), PP6 (LB) and PP6 (TR), so to be replicable and used for other similar initiatives
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.6	
Title	(2.4.2) Partner's public awareness regional activities about sustainability concept
Start period	Period 2, 7 - 12
End period	Period 2, 7 - 12
Description	In each partner's region the following events are foreseen: - 1 sustainability awareness event targeting all tourism stakeholders and the general pubic. The event will be widely promoted through the mass media, the social media and special invitations to stakeholders’ associations and will be recoded & uploaded on the project's online sites - 2 workshops with pupils' parents in cooperation with their associations - 4 presentations in schools cooperating with the local authorities for education
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.7	
Title	(2.5.1) Actions of promotional campaigns in traditional mass media
Start period	Period 1, 1 - 6

Activity 2.7	
End period	Period 5, 25 - 30
Description	As mentioned in the description of the output, each partner will run 3 promotional campaigns in traditional mass media (newspapers, television, radio) during the project implementation (1st, 3rd and 5th semester). Each campaign includes at least: - 4 press releases - 2 newspapers inserts - 1 TV presentation (interviews of partners' representative) - 1 radio presentations (interviews of partners' representative)
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.8	
Title	(2.6.1) USB Flash Drives promoting the project (design, production, distribution)
Start period	Period 1, 1 - 6
End period	Period 1, 1 - 6
Description	At the beginning of the project a USB flash drive will be produced. Its content will be in English and all partners' languages and include (indicatively and not exclusively): - A short presentation of the NEXT MED programme - An overview of the “SMAC” project - The project's objectives and expected results - The benefits for the target group - Presentation of the project partners - The project workplan - Contact details The USB will be produced by PP6 (TR) and distributed to all the partners
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.9	
Title	(2.6.2) E-newsletters

Activity 2.9	
Start period	Period 1, 1 - 6
End period	Period 5, 25 - 30
Description	6 digital newsletters, one in the beginning of the project and one in the end of each semester will be produced by the LP, uploaded online and sent to the stakeholders that are mapped in A1.4.1. The original language of the newsletters will be English with an option for automatic translation
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.10	
Title	(2.7.1) Social media posts
Start period	Period 1, 1 - 6
End period	Period 5, 25 - 30
Description	The project will be present with pages on social media (Facebook, Twitter, Instagram, and LinkedIn), administrated by the communication manager. In each page, at least 2 posts per month will be uploaded. The pages will be interactive, encouraging feedback from the viewers. Handling of feedback posts will be done by the communication manager in cooperation with the respective local coordinator. The SMAC network will be responsible for the social media pages after the project end
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.11	
Title	(2.7.2) Infographics
Start period	Period 1, 1 - 6
End period	Period 5, 25 - 30

Activity 2.11	
Description	Infographics illustrating information, data, or knowledge related to the project or to sustainability in accommodation in general will be designed and published in the project's pages on the internet (web and social media) During the project, 5 infographics in total will be designed and published by PP2 (EG), one at the end of each semester
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 2.12	
Title	(2.7.3) Thematic articles
Start period	Period 2, 7 - 12
End period	Period 5, 25 - 30
Description	Thematic articles presenting the scientific approach of sustainability in accommodation sector will be written by the LP, published in open access scientific journals in internet, and probably presented in conferences out of the project. There will be 4 thematic articles, at the end of project's semesters 2, 3, 4 and 5. The cost of the activity will cover the fee of the author and the article processing charges (APCs) paid to the publisher
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Outputs

Output 2.1	
Output Title	(2.1) Communication strategy, plan and evaluation system (sets of documents)
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 1, 1 - 6

Output 2.1	
Output Description	OUTPUT TARGET VALUE: 2.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 2% ~ DESCRIPTION: The output is a set of documents consisting of: - Communication strategy and plan. It specifies the strategy presented in 3.4.4 and creates a detailed communication and visibility plan (of course consistent with the activities of WP2 described in the project proposal) - Communication toolkit providing guidance (forms, regulations, templates etc) for the implementation of the visi...
Output 2.2	
Output Title	(2.2) Inception video and final video
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: None ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 4% ~ DESCRIPTION: PP3 will produce two short videos, one presenting the project at its inception and another presenting the project's achievements towards its end. Both videos will be 2.5 – 3 minutes long and will be produced, based on scripts integrating input by all partners. The language will be in English with subtitles as appropriate. Moreover, all project events will be video recorded. The...
Output 2.3	
Output Title	(2.3) Poster
Programme Output Indicator	

Output 2.3	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 1, 1 - 6
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 2% ~ DESCRIPTION: This output is the project poster of a minimum A3 size with information about the project including the financial support from the Union and the project logo. The poster will be bi-lingual, in English and in the respective partner's language and it will be placed by each partner at locations clearly visible to the public, such as entrance areas of buildings, windows of accommodat...
Output 2.4	
Output Title	(2.4) Awareness events about sustainability concept
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 2, 7 - 12
Output Description	OUTPUT TARGET VALUE: 12.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 41% ~ DESCRIPTION: The output's objective is to raise the public -including pupils'- awareness of sustainability including: - Development of a presentation package for public awareness of sustainability - In each partner's region: > 1 sustainability awareness event targeting all tourism stakeholders & the general public (to be organised in Associated partners' regions also) . > 2 workshops wi...

Output 2.5	
Output Title	(2.5) Project promotional campaigns in traditional mass media
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: 21.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 30% ~ DESCRIPTION: Each partner will run 3 promotional campaigns in traditional mass media (newspapers, television, radio) during the project implementation (1st, 3rd and 5th semester). Each campaign includes at least: - 4 press releases - 2 newspapers inserts - 1 TV presentation (interviews of partners' representative) - 1 radio presentations (interviews of partners' representative)
Output 2.6	
Output Title	(2.6) Communication material
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30

Output 2.6	
Output Description	OUTPUT TARGET VALUE: 2.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 12% ~ DESCRIPTION: Main communication material: - USB flash drives promoting the project in English and all partners' languages to be offered to participants in the various activities - E-newsletters in English with automatic translation option to be uploaded online and sent to stakeholders mapped in A.1.4. Moreover, promotion elements as bags, pens, post-it and notebooks will be offered as part...
Output 2.7	
Output Title	(2.7) Online presence of the project
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: 5.0 ~ OUTPUT MEASUREMENT UNIT: None ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 9% ~ DESCRIPTION: The output includes the activities related to the online presence of the project - The website will be provided by the programme and will be administered by the communication manager in collaboration with the project and local coordinators - The project will be present in social media (Facebook, Twitter, Instagram and LinkedIn) - 5 infographics will be designed and uploaded in th...

Work package 3

Work package title

(WP3) Model development – Pilot Applications

Specific Objective - Expected result

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

CODE: SO1ER1
~
SPECIFIC OBJECTIVE: To develop, pilot implement and refine a Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), ensuring the lasting effects and transferability of outputs and results
~
EXPECTED RESULT: A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), to be easily adopted and implemented by MSMEs so that they can start their journey to sustainability and become more competitive

Final beneficiaries and Description

FINAL BENEFICIARIES: Final beneficiaries
- Tourists/ Visitors
- Workers in accommodation MSMEs
- Higher education and research institutions
- Local communities – General public

How they benefit
- ...
~
DESCRIPTION: WP3 is the core WP of the project. Its objective is identical to the Specific Objective SO1. To develop, pilot implement and refine a Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), ensuring the lasting effects and transferability of outputs and results

WP3 includes:
- The development of the sustainability Model and the AIRET tool and their refinement after the pilot implementations (A3.1.1 and A3.1.3)
- The development of a training package and the sustainability mentors' training (A3.2.1 and A3.2.2)
- The pilot implementations of the Model and AIRET in accommodation MSMEs (A3.3.1)
- The design of an awarding scheme for the MSMEs applied the Model (A3.1.2)
- The composition of a p...

Activities

Activity 3.1	
Title	(3.1.1) Development of the SSMA, the database of good practices and the AI Recommendation Tool (AIRET)
Start period	Period 2, 7 - 12
End period	Period 2, 7 - 12
Description	In this core activity of the project 3 main tasks are included: 1. Development of the Simplified Sustainability Model for Accommodation MSMEs (SSMA) with criteria, indicators and correspondence with relevant UN SDGs 2. Design and development of a database of good sustainability practices implemented in the various applications and in other projects (see 3.1.4) 3. Development of the AI Recommendation Tool (AIRET) helping MSMEs to implement the SSMA User's manuals will be written for all the above

Activity 3.1	
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 3.2	
Title	(3.1.2) Assessment and Refinement of the model (SSMA) after pilot implementations
Start period	Period 4, 19 - 24
End period	Period 4, 19 - 24
Description	After the pilot implementations (A3.3.1) the tools developed (SMAA and AIRET) will be reviewed and refined according to the experience gained in the implementations and the feedback taken from the participating MSMEs and their facilitators. This process will involve a thorough review of the sustainability action plans developed during the pilot implementations, and an analysis of the key sustainability indicators. The users' manuals developed in A3.1.1 will also be updated accordingly.
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 3.3	
Title	(3.1.3) Awarding scheme design
Start period	Period 4, 19 - 24
End period	Period 4, 19 - 24

Activity 3.3	
Description	An awarding system will be designed as a powerful tool to encourage and motivate organizations to adopt sustainable practices and use the SSMA. It will include: - Clear criteria and guidelines for MSMEs to follow, in order to be eligible for the award. A scoring system will be designed, corresponding to various awarding levels (bronze, silver, gold) and guidelines on how to score will be provided - Procedure and forms to be used by the MSMEs and assessors - Award or certificate design
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 3.4	
Title	(3.2.1) Development of a training package on Simplified Sustainability Model for Accommodation (SSMA)
Start period	Period 3, 13 - 18
End period	Period 3, 13 - 18
Description	The training package that will be developed will include:: 1) Introduction 2) Background information on ESG sustainability 3) SSMA & AIRET description and implementation methodology 4) Facilitation Skills 5) Case studies and examples of successful sustainability 6) Training evaluation and assessment The package will contain all the necessary material for the course (training plan, presentations, exercises, case studies etc) and it will be released in synchronous and asynchronous version
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 3.5	
Title	(3.2.2) Joint sustainability mentors e-training - Creation of transnational sustainability mentors' registry
Start period	Period 3, 13 - 18
End period	Period 3, 13 - 18
Description	Based on the training package, an online, joint, 40-hour training course will be organized to present the model and its use as well as the operation of the AIRET. In the course, 8 representatives from each partner, chosen following an open call (partners' staff not excluded) will participate. After the course, the transnational facilitators' registry mentioned in the output description will be created The training course will be based on a training package that will be developed for this purpos
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 3.6	
Title	(3.3.1) Facilitation of pilot implementations
Start period	Period 3, 13 - 18
End period	Period 4, 19 - 24
Description	The trained mentors/ facilitators will facilitate the pilot implementations & provide ongoing support and guidance. For each MSME the methodology includes: - Extensive information of company's working group - Assessment of the existing sustainability performance - Materiality analysis to identify the most relevant sustainability issues - Development of action plan accompanied by relevant indicators. - Implementation of 3 actions included in the action plan - Good practices recording - Reporting

Activity 3.6	
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 3.7	
Title	(3.4.1) Policy recommendation paper composition
Start period	Period 4, 19 - 24
End period	Period 4, 19 - 24
Description	A common draft of the policy recommendation paper will be conducted by PP3 (ES) including (indicatively): - Executive summary - Identification of the problem tackled by the policy recommended - Objectives of the policy - Policy options with pros and cons - Recommended policy - Implementation plan - Risk analysis - Legal and Ethical Considerations - Conclusions Afterwards, the draft will be distributed to all partners to adapt it in the local specificities and present and advocate it accordingly
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Outputs

Output 3.1	
Output Title	(3.1) Simplified Sustainability Model for Accommodation businesses (SSMA)
Programme Output Indicator	1.2-RCO116: Jointly developed solutions
Programme indicator measurement unit	solutions
Project target	1,00
Delivery period	Period 4, 19 - 24

Output 3.1	
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: Model ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 18% ~ DESCRIPTION: Based on the results of consultation, various sources on ESG sustainability and the partners' expertise, a Simplified Sustainability Model for Accommodation MSMEs (SSMA) complemented by an AI Recommendation Tool (AIRET), will be developed, taking into account the specificities of the sector and the project area (semester 2) After the model is tested in real life during pilot ...
Output 3.2	
Output Title	(3.2) Joint training of sustainability mentors/ facilitators
Programme Output Indicator	1.2-RCO116: Jointly developed solutions
Programme indicator measurement unit	solutions
Project target	1,00
Delivery period	Period 3, 13 - 18
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: Training course ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 2% ~ DESCRIPTION: The implementation of the Model requires trained and skilled people able to facilitate applying organizations. For this reason, a group of professionals will be trained to be able to mentor and facilitate MSMEs to develop and implement their sustainability plans according to the SSMA. The trainees will form a transnational facilitators' registry that will remain open a...
Output 3.3	
Output Title	(3.2) Joint training of sustainability mentors/ facilitators
Programme Output Indicator	1.2-RCO85: Participations in joint training schemes

Output 3.3	
Programme indicator measurement unit	participations
Project target	56,00
Delivery period	Period 3, 13 - 18
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: Training course ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 2% ~ DESCRIPTION: The implementation of the Model requires trained and skilled people able to facilitate applying organizations. For this reason, a group of professionals will be trained to be able to mentor and facilitate MSMEs to develop and implement their sustainability plans according to the SSMA. The trainees will form a transnational facilitators' registry that will remain open a...
Output 3.4	
Output Title	(3.3) Pilot implementation of the Model (SSMA) with the support of the AI REcommendation Tool (AIRET
Programme Output Indicator	1.2-RCO01: Enterprises supported (of which: micro, small, medium, large)
Programme indicator measurement unit	enterprises
Project target	35,00
Delivery period	Period 4, 19 - 24

Output 3.4	
Output Description	OUTPUT TARGET VALUE: 35.0 ~ OUTPUT MEASUREMENT UNIT: Pilot implementations ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 79% ~ DESCRIPTION: In order to be tested in practice and to gather feedback and insights, the SSMA and AIRET will be applied in accommodation MSMEs in real-world settings on a pilot basis. Every partner will elaborate 5 pilot implementations in MSMEs, chosen following an open call. The implementations will be facilitated by mentors/ facilitators trained in A3.2.2 The performance...
Output 3.5	
Output Title	(3.4) Policy recommendation paper
Programme Output Indicator	1.2-RCO116: Jointly developed solutions
Programme indicator measurement unit	solutions
Project target	1,00
Delivery period	Period 4, 19 - 24
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: Policy recommendation paper ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 1% ~ DESCRIPTION: The Policy Recommendation Paper will be a document justifying and advocating for the integration to local and regional development policies, the promotion of ESG sustainability and the support to enterprises for developing sustainability plans and adopting relevant practices. The document will be presented in the regional and international capitalization c...

Work package 4

Work package title

(WP4) Experience exchange and transfer - Capitalisation

Specific Objective - Expected result

Your objectives should be:

- realistic and achievable by the end of the project;
- specific (who needs project outputs delivered in this work package, and in which territory);
- measurable – indicate the change you are aiming for.

Define one project specific objective that will be achieved when all activities in this work package are implemented and outputs delivered.

CODE: SO1ER1
~
SPECIFIC OBJECTIVE: To develop, pilot implement and refine a Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), ensuring the lasting effects and transferability of outputs and results
~
EXPECTED RESULT: A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an Artificial Intelligence Recommendation Tool (AIRET), to be easily adopted and implemented by MSMEs so that they can start their journey to sustainability and become more competitive

Final beneficiaries and Description

FINAL BENEFICIARIES: Final beneficiaries
- Tourists/ Visitors
- Workers in accommodation MSMEs
- Higher education and research institutions
- Local communities – General public

How they benefit
- ...
~
DESCRIPTION: The objective of the WP is to capitalize the outputs of the project, promote their use and ensure their durability and transferability

The outputs of the WP are:
OUT4.1: Capitalisation conferences in each partner's region and one international
OUT4.2: Study visits for experience exchange
OUT4.3: Additional capitalisation activities addressing to beneficiaries who expressed their interest
OUT4.4: SMAC OER-LLAB platform integrating Open Educational Resources (OER) with a Living Lab framework fostering an interactive, collaborative learning and innovation environment
OUT4.5: Transnational network (SMAC Network), responsible to transfer and capitalise the outputs after its end

The methodology is collaborative development and all partners will take part in the implementati...

Activities

Activity 4.1	
Title	(4.1.1) Regional 1-day conferences for the official promotion of the updated version of the Model
Start period	Period 4, 19 - 24
End period	Period 4, 19 - 24
Description	Organisation of 11 main regional public events (by each partner except for PP1) to officially launch the updated SSMA, inviting key stakeholders and other interested parties. This event will serve as a platform to showcase the features & benefits of the updated Model, share success stories and award the MSMEs from the pilot implementations, and engage with potential beneficiaries. Moreover, the policy recommendation paper (A3.4.1) will be presented and advocated to the relevant policy makers

Activity 4.1	
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 4.2	
Title	(4.1.2) International capitalisation conference
Start period	Period 5, 25 - 30
End period	Period 5, 25 - 30
Description	In the end of the project, PP1 (EG) will organize an international conference for the project results' presentation and capitalization, addressed to all target groups at national and international level. In this conference, international guests (partners included) will be invited to present their experience in sustainability in accommodation sector and the consequent benefits. Also, further capitalisation ideas will be exchanged and relevant supporting policies will be proposed to policy makers
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 4.3	
Title	(4.2.1) Organisation of study visits
Start period	Period 4, 19 - 24
End period	Period 5, 25 - 30
Description	The study visits will be organized on revolving basis. Each partner will host 3 visitors from 2 or 3 other partners as follows: - LP (GR) will host PP1, PP5 & PP6 - PP1 (EG1) will host PP4, PP5 & PP6 - PP2 (EG2 will host LP & PP3 - PP3 (ES) will host LP, PP1 & PP6 - PP4 (GR) will host PP2 & PP3 - PP5 (TN) will host PP2, PP3 & PP4 - PP6 (TR) will host PP2, PP4 * PP5 Communication will be facilitated by interpreters accordingly. A report for each visit will be produced by the host partner

Activity 4.3	
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 4.4	
Title	(4.3.1) Demonstration events at partners' level (demo days)
Start period	Period 4, 19 - 24
End period	Period 5, 25 - 30
Description	Each partner will organise 4 demo days to present the achievements, share findings, and demonstrate the tangible outcomes of pilot implementations (A3. 3.1). In each demo day, results of 3 pilot implementations will be presented, two from the partner's region and one from an international partner The events will be widely promoted and streamed live for international stakeholders to follow. The language used will be the local, with subtitles in English provided during the online broadcast
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 4.5	
Title	(4.3.2) 40-hour training courses
Start period	Period 4, 19 - 24
End period	Period 5, 25 - 30
Description	2 online 40-hour interactive training courses on sustainability in general, the use of the SSMA, the exploitation of AIRET and the awarding process, addressing accommodation management or operational staff and professionals interested to become registered mentors/ consultants, will be organized by each partner. The courses will be promoted through the project communication channels. If the interest for attendance is high (more than 60 people), the first-come-first-served system will be applied

Activity 4.5	
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 4.6	
Title	(4.4.1) Design/ creation/ operation of a platform combining Open Educational Resource (OER) and Living Lab
Start period	Period 2, 7 - 12
End period	Period 5, 25 - 30
Description	Steps included in the creation of the SMAC OER-LLAB platform: - Requirement Analysis identifying key stakeholders' needs - Design > OER Curation: Aggregate existing educational resources > Living Lab Framework Development: Guidelines for collaboration, innovation, and user engagement - Development of the combined OER and Living Lab, using open-source tools and platforms - Testing in pilot implementations (A3.3.1) to refine and validate the platform functionalities - Users' guide compositio
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Activity 4.7	
Title	(4.5.1) Creation of the SMAC Network
Start period	Period 5, 25 - 30
End period	Period 5, 25 - 30

Activity 4.7	
Description	For the establishment of the network, an MoU defining purpose, objectives and terms of operation, as well as a strategy paper and 3-year action plan including a detailed roadmap of activities, timelines, resource allocation, and performance indicators will be prepared Those documents will be developed by PP4 (GR) and after they are approved by all partners will be sent to all potential members inviting them to sign them during the international capitalisation conference (A4.1.2) or digitally
Partner(s) involved	(LEP) DCCI, (PP1) Alex C..., (PP2) CEEBA, (PP3) ASCAME, (PP4) DUTH, (PP5) CCI Tunis, (PP6) AMM

Outputs

Output 4.1	
Output Title	(4.1) Capitalisation conferences
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: 12.0 ~ OUTPUT MEASUREMENT UNIT: Capitalisation conferences ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 23% ~ DESCRIPTION: After the WP3 is completed, the refined version of the tools as well as the awarding scheme will be officially launched to the regional market. This will be done in 11 regional conferences organised by all partners (associated included), except for PP1 (EG1), targeting mainly the tourism sector except for the LP focusing on the academia Additionally, the ...
Output 4.2	
Output Title	(4.2) Study visits

Output 4.2	
Programme Output Indicator	
Programme indicator measurement unit	
Project target	0,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: 7.0 ~ OUTPUT MEASUREMENT UNIT: Study visits ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 19% ~ DESCRIPTION: For experience exchange purposes, 3-day study visits will take place in each partner's premises. The visitors will meet their colleagues from other partners and exchange experiences from the project implementation, the conditions in their countries, and other issues of common interest, while they have the chance for networking and laying the ground for further cooperatio...
Output 4.3	
Output Title	(4.3) Additional capitalization activities
Programme Output Indicator	1.2-RCO02: Enterprises supported by grants
Programme indicator measurement unit	enterprises
Project target	70,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: 7.0 ~ OUTPUT MEASUREMENT UNIT: Sets of additional capitalisation activities ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 44% ~ DESCRIPTION: Those activities address the capitalisation receivers (see A1.4.1) and include for each partner: - 4 demonstration events (demo days) to present the tools in details and demonstrate achievements of enterprises with sustainable operation - 2 40-hour training courses on the use of the Model & the exploitation of AIRET as well as the awarding...

Output 4.4	
Output Title	(4.4) SMAC OER-LLAB platform
Programme Output Indicator	1.2-RCO116: Jointly developed solutions
Programme indicator measurement unit	solutions
Project target	1,00
Delivery period	Period 5, 25 - 30
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: Online platform ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 13% ~ DESCRIPTION: Cutting-edge platform integrating Open Educational Resources (OER) with a Living Lab framework, fostering an interactive, collaborative learning and innovation environment. It will serve as a dynamic repository of educational material and resources, freely accessible and customizable, supporting lifelong learning. Embodying Living Lab principles, it engages users in c...
Output 4.5	
Output Title	(4.5) SMAC Network
Programme Output Indicator	1.2-RCO87: Organisations cooperating across borders
Programme indicator measurement unit	organisations
Project target	12,00
Delivery period	Period 5, 25 - 30

Output 4.5	
Output Description	OUTPUT TARGET VALUE: 1.0 ~ OUTPUT MEASUREMENT UNIT: Network ~ OUTPUT PERCENTAGE ON TOTAL WP BUDGET: 1% ~ DESCRIPTION: In the end of the project, the partners (mandatorily) and other stakeholders involved (MSMEs, mentors/ facilitators etc) will form the SMAC Network, whose main aim will be to ensure sustainability, transferability and springboard and multiplier effect after the project is completed. The network, operating in antennae located in each partner's premises, will be the owner of the...

C.5 Project Results

What do you expect to change because of the activities you plan to implement and the outputs you plan to deliver? Please take a look at the programme result indicators and select those that you will contribute to.

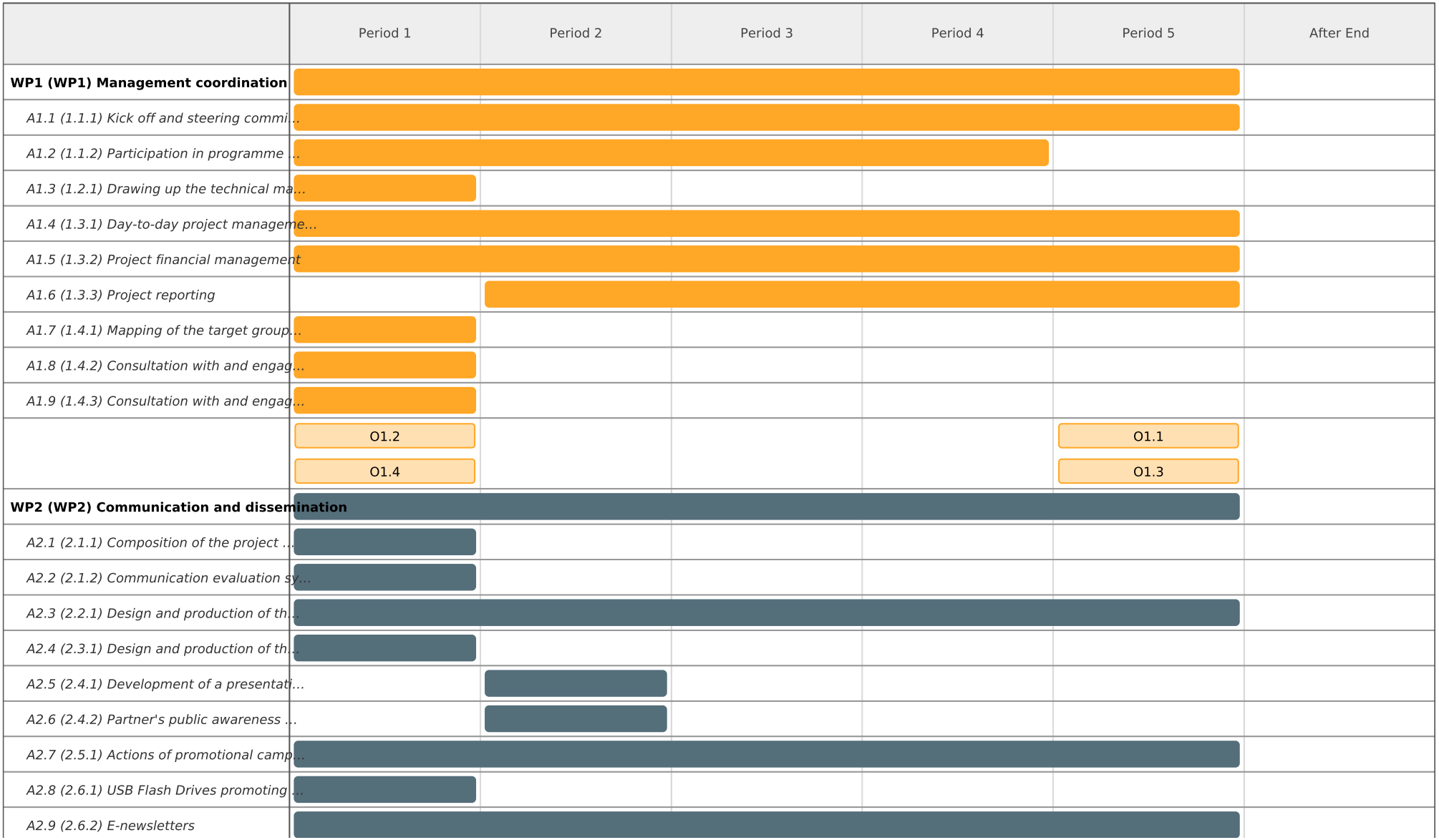
Result 1	
Programme result indicator	1.2-RCR104: Solutions taken up or up-scaled by organisations
Measurement unit	solutions
Baseline	0,00
Target value	1,00
Result description	SO1ER1 ~ Type/ sector: Accommodation MSMEs Scope: 56 Accommodation MSMEs of all classes Area: Programme area Time: During and in 1 year after the project Calculation method: Estimation Monitoring: SMAC Networ

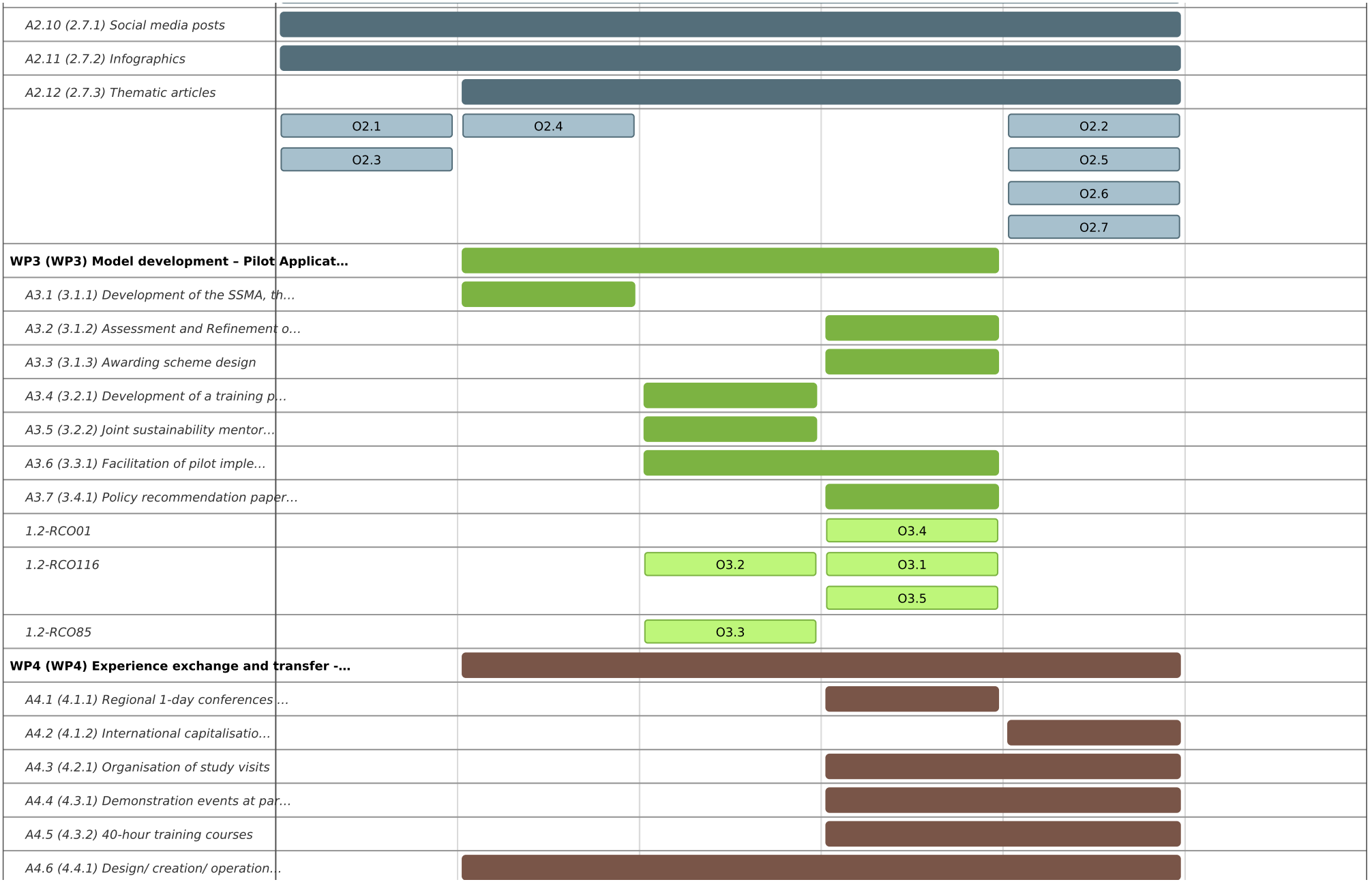
Result 2	
Programme result indicator	1.2-RCR84: Organisations cooperating across borders after project completion
Measurement unit	organisations
Baseline	0,00
Target value	12,00
Result description	SO1ER1 ~ Type/ sector: Project partners Scope: 7+5 partners (regular+ Assoc) Area: Project area Time: Semester 5 & after the project Calculation method: Partners, network members Monitoring: MOU of the network

Result 3	
Programme result indicator	1.2-RCR81: Completion of joint training schemes
Measurement unit	participants

Result 3	
Baseline	0,00
Target value	88,00
Result description	SO1ER1 ~ Type/ sector: Individuals Scope: 88 engineers or economists Area: Project area Time: Semester 3 Calculation method: Number foreseen in the proposal Monitoring: Project monitoring (See 3.4.3)

C.6 Project Time Plan




A2.10 (2.7.1) Social media posts
A2.11 (2.7.2) Infographics
A2.12 (2.7.3) Thematic articles
O2.1
O2.4
O2.2
O2.3
O2.5
O2.6
O2.7
WP3 (WP3) Model development – Pilot Applicat...
A3.1 (3.1.1) Development of the SSMA, th...
A3.2 (3.1.2) Assessment and Refinement o...
A3.3 (3.1.3) Awarding scheme design
A3.4 (3.2.1) Development of a training p...
A3.5 (3.2.2) Joint sustainability mentor...
A3.6 (3.3.1) Facilitation of pilot imple...
A3.7 (3.4.1) Policy recommendation paper...
1.2-RCO01
O3.4
1.2-RCO116
O3.2
O3.1
O3.5
1.2-RCO85
O3.3
WP4 (WP4) Experience exchange and transfer -...
A4.1 (4.1.1) Regional 1-day conferences ...
A4.2 (4.1.2) International capitalisatio...
A4.3 (4.2.1) Organisation of study visits
A4.4 (4.3.1) Demonstration events at par...
A4.5 (4.3.2) 40-hour training courses
A4.6 (4.4.1) Design/ creation/ operation...

A4.7 (4.5.1) Creation of the SMAC Network					
1.2-RCO02				O4.3	
1.2-RCO116				O4.4	
1.2-RCO87				O4.5	
				O4.1 O4.2	

C.7 Project management

In addition to the thematic work you will do in your project, you will need time and resources for coordination and internal communication. Please describe below how you plan to organise yourself to ensure the project work runs smoothly.

C.7.1 Effectiveness

3.4.1 Methodology & 3.4.2 Work plan

METHODOLOGY: SMAC is a collaborative project respecting all 4 cooperation dimensions i.e. joint development, implementation, financing and staffing

A comprehensive & effective management and coordination methodology is adopted to ensure the achievement of its objectives and expected results.

Management structure
The decision-making body of the project will be the Steering Committee (SC), consisting of the project coordinator and 3 representatives from each partner. Consensus is the main principle for decision making. At project level, a project coordinator, a project financial manager and a communication manager will be appointed by the LP, their duties being defined by the guidelines for applicants (pg 23, 24). Local coordinators and financial managers will be appointed by each partner. Within the SC a Technical (TC) and a Quality Control (QCC) sub-committees will be created

Each partner has a clearly defined role and responsibilities (see 3.3.7)

Technical manuals
In the project's initial phase, the following technical manuals will be developed, serving as foundational documentation, outlining key processes and protocols essential for effective project governance & implementation, fully complied with the programme regulations
- SC internal regulation
- Reporting & Financial Procedures
- Risk Management
- Quality Control, Project Monitoring and Internal Evaluation
- Internal Communication
- Gender Equality Plan
- Data Protection

The budget has been designed on the basis of the 3 key principles of economy, efficiency & effectiveness The project will implement a robust financial management system to ensure efficient use of funds, compliance with EU regulations, and transparency in financial reporting.

SC meetings, complemented by frequent informal communication among partners ensuring openness open and transparency

This management and coordination methodology will foster a collaborative and efficient project environment, enabling the SMAC project to achieve its objectives
~
WORK PLAN: The project offers a comprehensive work plan that meticulously outlines the specific activities, timeline, and resources required to achieve its objectives. This well-structured plan serves as a roadmap for navigating the project's complexities and ensuring its successful execution

The plan includes 4 WPs, the 2 mandatory (WP1 & WP2) and 2 technical (WP3 & WP4).
- WP1 and WP2 are presented elsewhere in the proposal.
- WP3 is the core WP including development of the SSMA and AIRET tools, training of mentors that will facilitate their application in MSMEs, pilot implementations, assessment and refinement of the tools and policy recommendation paper design
- WP4 aims at experience exchange and capitalization of project outputs including conferences, study visits, other capitalization measures, development and operation of the OER-LLAb platform and network creation

The logical time sequence of the main activities is: Consultation => Tools development => Mentors training => Pilot implementations => Assessment & refinement => Policy paper => Capitalisation conferences => Study visits => Other capitalization measures => OER-LLAB platform => Network creation

The timeline considers the complexity of each task, the availability of resources, and potential delays. Buffers are incorporated to accommodate unforeseen circumstances

The work plan provides a detailed breakdown of each activity. The partnership has carefully considered the available resources, expertise and time constraints when developing the plan. This ensures that the project is feasible and achievable within the given timeframe.

The work plan is highly likely to be delivered as planned due to:
- Comprehensive Documentation
- Experienced & Capable Partners
- Effective Project Management Tools
- Regular Monitoring & Evaluation

By providing a clear roadmap, effective resource allocation and a realistic timeline, the work plan ensures that the project is executed efficiently, effectively, and within budget

C.7.2 Effectiveness

3.4.3 Monitoring of activities and results & 3.4.4 Communication strategy

MONITORING: Monitoring activities and results will be executed according to the following procedures
- Quality control
- Monitoring and internal evaluation

1) Quality control and evaluation of the deliverables and outputs

Every time a deliverable is produced, the Quality Control Committee (QCC) examines whether it meets the requirements and the relevant specifications, controls the respect of the time plan during implementation and draws up a quality control report. Representatives of partners whose deliverables are examined by the QCC, do not take part in the process

2) Monitoring and Internal evaluation

Approach:

All activities will be monitored by the project coordinator in close collaboration with the local coordinators. In each regular or irregular SC meeting a monitoring report on the implementation progress accompanied by the report of QCC will be submitted and discussed and corrective actions will be decided, if necessary

The financial monitoring and evaluation will follow the same path with the difference that the project and local coordinators are replaced by the respective financial managers

The project coordinator and financial manager will be responsible to elaborate and submit the interim and final reports to the programme authorities, following the programme regulations

Tools/ resources:

Performance indicators (PIs) scorecard: The project coordinator is responsible for creating a list of each activity's deliverable(s) with respective PIs so, a scorecard guiding the quality control as well as the monitoring and evaluation process will be developed

Data Collection Tools: Various data collection tools, mainly feedback questionnaires, will be used to gather information from the project stakeholders and/ or beneficiaries on a case-by-case basis.

In any case, the detailed procedures; description and responsibilities for quality control, monitoring and internal evaluation will be included in the technical same-title technical manual (A1.2.1)
~
COMMUNICATION STRATEGY: All partners pay major attention to the communication of the project, understanding that it is a cornerstone for the involvement of the target groups and, consequently, the achievement of the project's objectives.

The primary communication objectives of the SMAC project's communication strategy are to
- Raise awareness of the European Union action, increase the visibility of NEXT MED Programme and create a consistent image of the EU support in all project countries.
- Raise awareness of the project and its goals
- Promote the adoption of sustainable practices among accommodation MSMEs and create a culture of sustainability
- Enhance understanding of the project's impact
- Gain media coverage and public recognition

Foreseen Activities
- Informative material (videos, posters, USB drives. newsletters, infographics, thematic articles)
- Digital presence (website, social media)
- Awareness campaigns in traditional media
- Capitalisation conference (regional & international)
- Additional capitalisation activities (demo days, training, customized support to MSMEs)
- Creation od SMAC network to maintain the project's impact after its end

Target Audiences
All the target groups and final beneficiaries presented in 3.1.3 plus mass media

Engaging Target Audiences
- Participation in public events (conferences, demo days etc)
- Online surveys to gather feedback from stakeholders
- Social media engagement to interact with stakeholders and promote project activities
- Workshops and training sessions to provide hands-on learning opportunities

Channels/Tools
- Interactive online presence
- Traditional media
- Targeted events and workshops
- Partner organisations (tourism boards, chambers etc) to reach a wider audience
- Word of mouth

Resources:
Budget (WP2, WP4), registered sustainability mentors and SMAC Network

The communication strategy will be analysed and specified in the set of documents "Communication strategy, plan & evaluation system" (Output 2.1, A2.1.1)

C.7.3 Cost Effectiveness

3.6.1 Budget & 3.6.2 Ratio and balance between the project costs and expected results

BUDGET: The SMAC project budget follows the 3 key principles of economy, efficiency and effectiveness and has been meticulously formulated to ensure realism, consistency, and proportionality, reflecting a strategic alignment with the work plan and the overarching goals of the NEXT MED Programme. Each budget allocation is carefully justified, directly correlating to specific activities and outputs, ensuring that every financial resource is optimized for maximum impact.

Moreover, we have ensured that the project budget is compliant with the guidelines and requirements outlined in the NEXT MED programme. This includes adhering to the eligible cost categories and ensuring that the budget is proportionate to the expected contribution to programme indicators.

The cost estimation is based on real-world data and market rates, ensuring that the budget is realistic and reflective of the actual costs associated with the work plan and project outputs.

For example:
- Full cost of an expertmonth is calculated at 4000 euros including VAT which is absolutely acceptable in other EU programmes
- The cost of accommodation has been calculated on the per-diem basis
- Travels have been limited to SC meetings and study visits while many events will be held online
- Lump sums are minimized as much as possible
- Costs of the results and outputs contributing to programme indicators (SSMA and AIRET, joint training schemes, enterprises supported, SMAC OER-LLAB platform, etc) are reasonable and duly justified

Basic indexes of the project (direct costs) are:
- Cost of management and coordination (WP1): 553285/2058977 = 26.87% of the total
- Cost of communication and capitalization (WP2+WP5): (201350+602642)/2058977 = 39.0% of the total

~
RATIO AND BALANCE: The main expected results are

A tested and refined Simplified Sustainability Model for Accommodation businesses (SSMA), supported by an AI Recommendation Tool (AIRET),
A3.1.1/ 2: Development, assessment and refinement of SSME and AIRET. Cost 112.000 EUR.

The development of similar models requires the work of a team of highly specialized experts for several months. For this model, AI applications suggest a cost of €100,000 - €250,000

Capitalisation main results:
- 11 Regional conferences (A4.1.1). Unit cost: 8000. Expected audience 100 people. Cost per attendee: 80EUR. Normal cost found on internet: 100 EUR
- International conference (A4.1.2). Cost 50222 EUR. Detailed justified in section 5: Budget and Financial Plan
- 7 3-day study visits (A4.2.1): 63 international visitors in total. Cost including travel, accommodation, translations, workshop and other organizational costs: 113120EUR calculated analytically (see section 5). Cost per visitor: 1796 EUR
- 7 demo-days (A4.3.1). Unit cost 3000EUR
- 14 40-hour training courses (A4.3.2). Unit cost 3000.
- Individual sustainability support of 70 MSMEs (A4.3.3). Cost per MSME: 2000 EUR
- SMAC OER_LLAB platform (A4.4.1): Design, development testing and 12-month operation. Cost: 80000EUR. Prices found on internet 60000 – 100000 EUR

Other main expected results from the technical WP3
- Awarding scheme (A3.1.3): Cost 8000 EUR (highly experienced expert needed)
- Facilitators' training package synchronous and asynchronous versions (A3.2.1): Cost 8000 EUR
- Joint facilitators' 40-hour online training (A3.2.2). 88 attendees. Cost per attendee: 45 EUR (!)
- Pilot implementations to 35 MSMEs (A3.3.1): Cost per unit 16000. Minimum price for developing and sustainability plans in free market: 20.000 – 25.000 EUR

Apparently, and taking into account that the above costs include VAT (wherever applicable), the ratio and balance between the estimated costs and the quantification of the expected results is consistent and satisfactory

C.7.4 Cost Effectiveness

Explain why the costs to be incurred are necessary and justified & 3.6.3 Budget allocation

EXPLAIN: The necessity of all the activities is duly justified elsewhere and mainly in section 4: Methodology

During travels (A1.1.1: SC meetings), the visitors pay for their tickets (travel cost) while accommodation is covered by the host organization (external services). Exceptions in this rule are the activities:
- A1.1.2: Participation in programme events (all costs are paid by the visitors – Travel costs)
- A4.1.2: International conference (all costs for travels are paid by the organizer – External services)

The other costs for external services are the following:
- A1.1.1: Cost of meeting hall, participant kits and press conference
- A1.3.1: Some partners prefer the local coordinator assistant to be external
- A1.4.2: Some partners prefer the stakeholders' consultation to be subcontracted
- All the activities of WP2 are subcontracted due to their nature, except for the scientific thematic articles (A2.7.3)
- A3.1.1 & A3.1.2: Development of the Model and the AI tool. 4 partners do not have expert staff to contribute to those activities, therefore they assign this service to external experts
- A3.1.3: Awarding scheme should be designed by experienced external expert
- A3.2.1 & A3.2.2: For optimal effectiveness, external experts should develop the mentors' training

package and deliver the training
- A3.3.1: Pilot implementations. Depending on staff expertise and availability, partners can select mentors/ facilitators from their staff, external experts, or a combination, while adhering to the 40% limit on staff cost allocation.
- All the activities of WP4, are subcontracted due to their nature (mostly events) except for the individualized support (A4.3.3) that follows the pilot implementations

Although some of external services could technically be carried out by staff, they should be subcontracted due to the 40% limit on staff cost allocation
~
BUDGET ALLOCATION: As mentioned in 3.3.7, all partners are actively involved in the project implementation and each one's contribution is essential and necessary. Therefore, the budget is as balanced as possible and reflects each partner's contribution

The total budget per partner is as follows:
LP: 375.184 (16,2% of the total)
PP1: 336.384 EUR (14,5%)
PP2: 314.873 EUR (13,6%)
PP3: 327.425 EUR (14,1%)
PP4: 326.736 EUR (14,1%)
PP5: 313.635 EUR (13,5%)
PP6: 322.215 EUR (13,9%)

The average budget per partner is 308.652 EUR, the standard deviation is 16.370 EUR and the coefficient of variation is 5%, indicating that the budget allocation among partners is balanced and fair

The distribution of the direct budget along the duration of the project is as following:
1st semester: 185.580 EUR
2nd semester: 611.435 EUR
3rd semester: 183.911 EUR
4th semester: 800.309 EUR
5th semester: 577.742 EUR

Apparently, the budget is allocated in every semester

The budget is distributed across all semesters of the project according to the time plan of the activities' implementation. The largest amount appears in the 4rd semester due to the pilot implementations (A3.3.1) and the regional conferences (A4.1.1). The second largest amount appears in the 5th semester due to the implementation of capitalization activities which, due to their nature, cannot be implemented earlier. However, care was taken so that in the last month of the project the amounts allocated are minimal, so that there is enough time for the partners to make their expenditures in time.

C.7.5 Cooperation criteria

Please select all cooperation criteria that apply to your project and describe how you will fulfil them.

Cooperation criteria	Description
Joint development	No
Joint implementation	No
Joint staffing	No
Joint financing	No

C.7.6 Horizontal principles

Please indicate which type of contribution to horizontal principles applies to the project, and justify your choice.

Horizontal principles	Type of contribution	Description of contribution
Promotion of fundamental rights & Promotion of gender equality	neutral	PROMOTION OF FUNDAMENTAL RIGHTS: SMAC project is committed to upholding fundamental rights throughout its implementation and throughout its impact on the Mediterranean tourism sector. It respects directly the following rights outlined in the Charter of Fundamental Rights of EU and being basic elements of ESG Sustainability Human dignity Respect for private and family life Protection of personal data Freedom of thought, conscience and religion Cultural, religious and linguistic diversity Equality between men and women Integration of persons with disabilities Fair and just working conditions Prohibition of child labour and protection of young people at work Social security and social assistance Health care Environmental protection etc Examples of specific measures that will be put in place to ensure that these rights are upheld, are presented in environmental levels of sustainability (see 3.5.1), promotion of gender equality (see below), technical manual with data protection instructions (A1.2.1) and much more ~

Horizontal principles	Type of contribution	Description of contribution
		PROMOTION OF GENDER EQUALITY: The project emphasizes and advocates for sustainability, with gender equality as a fundamental criterion within the Society pillar of the ESG model. This entails organizations adopting sustainability practices to foster gender equality in a structured and effective manner. In the project's preparation, 11 partners' staff members/associates participated (6 women/ 5 men). Throughout implementation, no activities violating gender equality are anticipated. A minimum of 40% of each gender will participate in the project training courses (A3.2.2 and A4.3.2). The Steering Committee will also adhere to a 40% gender quota. Additionally, a Gender Equality Plan (GEP) will be developed by the Quality Control Committee at the project's outset. This plan, outlining priorities, concrete objectives, and specific measures for improving gender equality, will be distributed to all partners post-approval from the SC. The GEP remains applicable after the project during the SMAC network's operation.
		PREVENTION OF DISCRIMINATION: The project focuses and promotes sustainability that has non-discrimination as a basic criterion under the pillar of Society in the ESG model. That means that the adoption of sustainability practices by various organisations, promotes the human right for diversity, equality and inclusion on a structured and effective manner Moreover, during the project life: - All venues for meetings and events will be accessible by people with disabilities. - The presence of the project on social media will ensure accessibility of information for the visually impaired and other disabled people. The international standard WCAG Ver2.0 will be applied where applicable - Specific invitations to events will be sent to minorities - Non-discrimination will be continuously monitored and evaluated - The GDPR (EU)2016/679 will be fully respected

Horizontal principles	Type of contribution	Description of contribution
Prevention of discrimination including accessibility for people with disabilities & Promotion of sustainable development	neutral	Overall, the project provides all the guarantees for respecting the non-discrimination principle fully complying with the UN SDG nr. 10: “Reduced inequalities” ~ SUSTAINABLE DEVELOPMENT: As the project promotes sustainability and facilitates the implementation of sustainable practices in tourism, it contributes BY DEFINITION to sustainable development In general, ESG Sustainability contributes to and complies with ALL the 17 UN SDGs. Especially, the SMAC project contributes to each single SDG as follows: SDG2: Reduction of food waste SDG5: Gender equality: See above SDG6: Water saving SDG7: Energy saving SDG8: Decent work and economic growth: Main criterion in the pillar “Society” of ESG Sustainability SDG10: Reduced inequalities: See compliance with the relevant principle below SDG12: Responsible consumption of raw materials, waste reduction, recycling SDG13: Limiting greenhouse gases emissions SDG16: Strengthen institutions implementing ESG Sustainability measures SDG17: As the project is a joint transnational action, it serves the purpose of SDG Nr 17 Due to its nature, the project has no negative impact on the environment and has a minor carbon footprint
		DO NO SIGNIFICANT HARM: The project does not meet any of the criteria that define harm and violent the "Do no significant harm" principle. Its implementation and effects: - Do not lead to significant greenhouse gas emissions - Do not lead to an increased adverse impact of the current climate and future climate on people, nature or assets; - Are not detrimental to the sustainable use and protection of water and marine resources,

Horizontal principles	Type of contribution	Description of contribution
"do no significant harm" principle (where applicable) & Promotion of the New European Bauhaus key principles, meaning support to projects that are sustainable, aesthetic and inclusive (where applicable)	neutral	- Embraces the circular economy, including waste prevention and recycling - Do not lead to significant increase in the emissions of pollutants into air, water or land, as compared with the situation before the project - Are not detrimental to the good condition and resilience of ecosystems or to the conservation status of habitats and species Anyway, throughout the implementation of the project, we will continuously monitor and evaluate our activities to ensure that they do not cause significant harm to the environment, society, or any particular group. ~ NEW EUROPEAN BAUHAUS: The project fully aligns with the key principles of the New European Bauhaus, embodying sustainability, aesthetics, and inclusivity across its various components Sustainability SMAC is not only sustainable during its implementation having negligible carbon footprint not affecting the environment, but also -and mainly- promotes sustainability by providing to accommodation MSMEs suitable tools (SSMA and AIRET) and encouraging them to adopt practices Aesthetics A fundamental criterion of ESG sustainability in tourism that will be incorporated into the SSMA that will be developed is aesthetics including: - Designing for comfort and well-being - Integrating local culture and heritage - Promoting sustainable landscaping Inclusion - The project is committed to promoting inclusivity in all aspects of tourism. This includes: - Accessibility for people with disabilities - Cultural sensitivity - Inclusive tourism products and services - Training and awareness-raising for all

C.8 Sustainability

As a programme, we would like to support projects that have a long-lasting effect in the territory and those who will benefit from them. Please describe below what you will do to ensure this.

C.8.1 Financial level & Technical level

3.5.1 Levels of sustainability - Financial level & 3.5.1 Levels of sustainability - Technical level

FINANCIAL LEVEL: The SMAC network established during the project, through its antennae in each partner's premises, will play a crucial role in securing long-term financial sustainability by implementing the following strategies:

1. The regular operational costs of each antenna (staff and administrative costs) will be embodied into the respective costs of each partner

2. Accommodation MSMEs and other stakeholders can join the SMAC network as members and contribute financially to its operations and the maintenance of project outputs with a symbolic membership fee and, mainly, contribution in kind

3. The network (through its partners) will claim financial support from national or transnational funds in order to implement follow up activities and contribute to a more competitive and smart Mediterranean region by enhancing sustainable growth and competitiveness of MSMEs and job creation in accommodation sector (overall project objective)

4, The SMAC network, through the registered mentors, can offer training and consultancy services to accommodation MSMEs and tourism stakeholders, generating revenue to support its operations.

Nevertheless, the financial figures of the network and its antennae will come from the Action Plan of the network that will be conducted during the project

By implementing these strategies, the SMAC project aims to ensure financial sustainability for its outputs, enabling them to continue serving the Mediterranean tourism sector long after the project's end. This will contribute to the long-term sustainability of the tourism industry in the region and promote responsible practices among accommodation MSMEs
~
TECHNICAL LEVEL: The project is designed to be sustainable at technical level by ensuring that its outputs continue to function and be used after the project's end. This will be achieved through a combination of factors, including:

Development of user-friendly tools and resources: The tools SSMA and AIRET that will be developed, will be accompanied by detailed guidelines and checklists (A3.1.1, A3.1.2)

Networking: In the project the SMAC network will be created, bringing together partners, stakeholders and experts of sustainability in accommodation sector. The network will be the owner of the outputs after the project and responsible for their lasting effects and transferability (A4.4.1)

Sustainability mentors' training. Mentors' registry: In the project, 6 people from each partner will get jointly trained on sustainability aspects and the operation of SSMA and AIRET. These mentors will form a transnational mentors' registry managed by SMAC network after the project. During the project, those mentors will:

- Facilitate the pilot implementations (A3.3.1)
- Provide individualized support to MSMEs (A4.3.3)

And after the project, under the aegis of the SMAC network they will:

- Support the MSMEs to start or continue their sustainability journey
- Train more mentors at local level and enrich the registry, acting as multipliers
- Present and promote the sustainability concept and the operation of the SSMA and AIRET
- Assess and refine the content and the functionality of the tools

Experience exchange & skills upgrade: Both during and after the project, experience exchange & knowledge transfer activities between mentors, MSMEs & other tourism stakeholders are foreseen to keep them updated in global developments in ESG sustainability issues

By taking these steps, the project aims to ensure that its outputs continue to be functioning and used after its end. This will contribute to the long-term sustainability of the Mediterranean tourism and the achievement of the project's objectives.

C.8.2 Policy/institutional level & Environmental level

3.5.1 Levels of sustainability - Policy/institutional level & 3.5.1 Levels of sustainability - Environmental level

POLICY LEVEL: The project aims to bring a positive impact on the policy and institutional environment for sustainable tourism in the Mediterranean region. This will be achieved through a combination of factors, including:

a) Contribution to the development of policies and regulations that support sustainable tourism practices among accommodation MSMEs. This will be done by:

- The project engagement with policymakers at national and regional levels to raise awareness of the importance of sustainable tourism and to advocate for the adoption of supportive policies and regulations.
- The policy paper that will be developed (A3.4.1) will include recommendations based on the best practices identified during the project implementation and will be shared with policymakers and other stakeholders to support the development of future policies.

b) Strengthening institutional capacity of institutions involved in sustainable tourism development, such as tourism agencies, NGOs, and research institutions by:

- Providing training and capacity development opportunities for staff of relevant institutions to enhance their expertise in sustainable tourism.
- Supporting knowledge sharing and collaboration among institutions working on sustainable tourism to foster innovation and best practices.

c) Promoting the adoption of sustainable tourism practices among accommodation MSMEs through:

- Pilot implementation and dissemination of project outputs such as the Simplified Sustainability Model for Accommodation (SSMA), and the AI Recommendation Tool (AIRET) to accommodation MSMEs and relevant stakeholders.
- Facilitating MSMEs to start and maintain their sustainability journey
- Recognizing and awarding good practices: The project will recognize and award accommodation MSMEs that implement sustainable tourism practices to create a culture of excellence and encourage others to follow suit.

The SMAC network will be responsible for long lasting effects and transferability of the outputs after the project

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ENVIRONMENTAL LEVEL: During implementation, the project has negligible carbon footprint due to several measures:
- The various publications will be disseminated electronically. Printing of the publications are foreseen only if strictly necessary
- The publications will be printed for external communication purposes (if needed only) on both sides and on recycled paper. For electronic publications, an “eco-friendly” version (less colors, more compact text, less pages) should be made available
- Participants’ bags/kits will be produced locally using, when possible, recycled material, and will be reusable.
- All material produced for various events will be designed and produced in a generic way (no date or location permanently mentioned) in order to allow them to be reused for other events.
- The start and end of meetings and events will be adjusted to the schedule of public transportation means
- During meetings and public events, a dedicated area will be provided for participants to return material that can be recycled
- Travels for meetings have been replaced by teleconferences (e.g. A3.2.2, A4.3.2)

In parallel, as SMAC promotes and facilitates ESG sustainability in accommodation sector, and environment is one if the 3 pillars of ESG scheme, apparently the project has a positive effect for the environment. The adoption and implementation of sustainability practices by the accommodation businesses contribute, inter alia, to:
- Reduced energy consumption and greenhouse gas emissions, by promoting energy efficiency measures and renewable energy adoption, thus improving the air quality in tourism destinations
- Improved water efficiency by encouraging the use of water-saving practices, reducing water consumption and minimizing the environmental impact of water resources.
- Reduced waste and especially food waste: By promoting waste reduction, recycling, and composting, the project will minimize the environmental impact of waste disposal and promote circular economy principles.
- etc

C.8.3 Contribution to the challenges addressed and long-term impact & Applicability and replicability

3.5.2 Contribution to the challenges addressed and long-term impact & 3.5.3 Applicability and replicability

CONTRIBUTION: Territorial challenges in relation with the SO1.2 (RSO1.3) as mentioned in the Programme Document (page 49):

- (MSMEs) have the potential to be key drivers in a more sustainable and inclusive model of economic growth and employment in the programme area. MSMEs represent more than 90% of enterprises across the Mediterranean
- The area needs to develop a more dynamic private sector, facilitating (M)SME creation and entrepreneurship through a conducive ecosystem for the growth and development, a supportive business environment with adequate development and capacity-building services and appropriate skills development in relation to business and entrepreneurship but also the green and digital transitions.

- With the development of the SSMA (A3.1.1), the project provides an easy-to-use tool for accommodation SMEs, so that they can start operating sustainably, follow the trend of sustainable development, foster their resilience in the market and raise their competitiveness and internationalization

- The supporting AI Recommendation tool (AIRET) (A3.1.1) contributes to the digitalization of the MSMEs and the familiarization of their staff with AI applications
- The pilot applications of SSMA and AIRET (A3.3.1) generates a critical mass of MSMEs starting their sustainability journey and becoming role models in their areas
- The Policy Paper (A3.4.1) contributes to the creation of a supportive business environment with adequate development and capacity-building services (sustainable operation)
- Communication (WP2) and capitalization (WP4) activities, disseminate the project outputs, raise the public awareness of sustainability and motivate accommodation sector towards sustainable operation

The project ensures long lasting effects & impact through:
- The SMAC network (A4.5.1) responsible to maintain, promote & upscale the outputs after the project end
- The mentors' transnational registry (A3.2.2)
- The transferable and replicable nature of the outputs (see 3.5.3 below)

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APPLICABILITY: The project has been designed to be applicable and replicable to other organizations, regions, and countries outside the partnership and after its end

Applicability

The project's outputs are applicable to a wide range of users in the project area and beyond. The Model (SSMA) and the AI Recommendation Tool (AIRET) can be used by thousands of accommodation MSMEs, from micro to medium sized. Measures facilitating the applicability are:
- The simplicity and user-friendly character of the tools that come with detailed user manuals and operational instructions
- The training of sustainability mentors that will support the MSMEs in applying the tools
- The experience gained and exchanged during pilot implementations (A3.1.1) and the capitalization phase (A.4.2.1 and A4.3.1/2/3)
- The operation of the SMAC network and the mentors' registry after the project

Transferability measures:
- All the main outputs as well as the tested methodologies to apply the tools developed, will be uploaded on the project's sites on the internet and made freely available to any interested party inside or outside the project area for further use
- In communication and, mainly, the capitalisation activities the outputs will be promoted and the potential users will be encouraged to receive and use them by themselves or supported by the trained mentors
- The MSMEs taken part in pilot applications will act as role models in their areas contributing to the transferability of the outputs
- The SMAC network will be responsible for promoting and transferring the outputs after the project

Upscale actions
- After the pilot implementations (A3.1.1) the tools SSMA and AIRET will be reviewed, assessed and upscaled/ refined (A.3.1.2) according to the implementations' results and the feedback of the MSMEs participated
- After the project end, the training package (A3.2.1) and the tools will be reviewed periodically and, if necessary, adapted to the latest development of ESG sustainability concept