



Tourban

**CALL FOR EXPRESSION OF INTEREST FOR THE ESTABLISHMENT
OF A SHORT-LIST OF MENTORS TO PROVIDE SERVICE UNDER
THE SUSTAINABLE URBAN TOURISM ACCELERATION
PROGRAMME OF THE TOURBAN PROJECT**

May 2021



Co-funded by the COSME programme
of the European Union



1. BACKGROUND INFORMATION – TOURBAN PROJECT

Tourban is an EU-funded project that supports urban tourism SMEs in becoming more competitive and more sustainable – not only from an environmental but also from an economic and social point of view.

It provides them with the skills, capacity, and financial resources they need to become catalysts for innovation and sustainability. This way, they will be able to reduce costs and resource consumption, and to increase their revenue streams through an improved visibility and positioning.

The project started on 16 September 2020 and has a duration of 30 months. Its total budget amounts to € 1,327,777 co-financed at a 75%-rate by the COSME programme. € 600,000 out of the project budget are dedicated to SMEs in the form of direct financial support.

Tourban brings together the following eight partners from seven European cities:

1. Barcelona Chamber of Commerce, Industry, Services and Navigation (BCC) – Barcelona, SPAIN
2. B.LINK Barcelona Strategic Projects S.L. (B.Link) – Barcelona, SPAIN
3. Institute for Tourism Research in Northern Europe (NIT) – Kiel, GERMANY
4. Estonian Chamber of Commerce and Industry (KODA) – Tallinn, ESTONIA
5. Breda University of Applied Sciences (BUAS) – Breda, NETHERLANDS
6. City of Dubrovnik Development Agency (DURA) – Dubrovnik, CROATIA
7. Creative Business Network (CBN) – Copenhagen, DENMARK
8. Hungarian Hospitality Employers' Association (VIMOSZ) – Budapest, HUNGARY

Tourism cities involved in the project are Amsterdam, Barcelona, Budapest, Copenhagen, Dubrovnik, Kiel and Tallinn.

More information about Tourban is available on the project website: <https://www.tourban.eu/>

2. OBJECT OF THE CALL FOR EXPRESSION OF INTEREST

The partners of the Tourban project invite applications from individual experts with a view to be included in the project pool of mentors. The call for mentors is connected with the Sustainable Urban Tourism Acceleration Programme established by the Tourban project. Through this Programme, Tourban is expected to provide financial support to tourism SMEs to facilitate the uptake of sustainable solutions.

As part of this support offered, tourism SME beneficiaries of the Sustainable Urban Tourism Acceleration Programme must appoint mentors in the following fields of competence:

- Sustainable corporate management and business development (internal management and human resources, marketing and communication, stakeholders' engagement (residents and tourists), social inclusion and accessibility, sustainability certificates, access to finance, etc.)
- Ecological transition (energy efficiency, renewable energies, waste management and circular economy, etc.)
- Digital transformation (use of digital technologies for sustainability)

To this end, Tourban is calling upon individual experts' interest to become part of a short-list of mentors, which will be proposed for the tourism SME beneficiaries under the Sustainable Urban Tourism Acceleration Programme.



3. REGISTRATION PROCEDURE

1. Individuals are invited to apply as independent experts by submitting their applications to the following email address: info@blinkbcn.com
Applications will be admitted on a rolling basis until the launch of the Sustainable Urban Tourism Acceleration Programme (expected during June/July 2021) and beyond if there is need for additional mentor profiles.
2. In their application, they have to:
 - Indicate clearly their **field or fields of competence** from the list above;
 - Attach a **EUROPASS CV**, in which the areas of competence and professional experience should be adequately detailed and documented.
3. An application is considered complete once confirmed that the expert has signed in the **Tourban community** at <https://community.tourban.eu/>
4. Once confirmed, the relevant services will evaluate the expert's applications and determine their eligibility in line with **point 5**. If the eligibility criteria are met, the individual expert will become part of the short-list of mentors of the Sustainable Urban Tourism Acceleration Programme under the Tourban project.

4. SELECTION OF THE EXPERTS

The project partners will draw up a short-list of experts and mentors who meet the criteria set out at **point 5**. Tourism SME beneficiaries of the Sustainable Urban Tourism Acceleration Programme will have access to the short-list to select one or more mentors and experts to advise and guide their sustainable and innovation projects to success.

5. CRITERIA FOR INCLUSION IN THE SHORT-LIST

1. Selection criteria:

In order to be short-listed as mentor, the individual experts must fulfil the following requirements:

- (a) have **at least five years of professional experience** in one of the fields of competence mentioned in point 2, including proven experience in the field of **tourism**;
- (b) hold a **university degree** or alternatively, have **at least five more years of professional experience** in one of the fields of competence;
- (c) appropriate working knowledge of **English** (minimum B1) and at least **one of the languages of the project** (Catalan, Croatian, Danish, Dutch, Estonian, German, Hungarian)
- (d) is member of the **Tourban Community**.



In addition, in order to provide an adequate mentorship, the expert should dispose the following skills: coaching capacity, didactic skills, motivational capacity, organizational skills, good communication and reporting skills.

2. Exclusion criteria:

Experts shall be excluded from participation if:

- (a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are the subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- (b) they or persons having powers of representation, decision making or control over them have been convicted of an offence concerning their professional conduct by a judgement of a competent party of a Member State which has the force of *res judicata*;
- (c) they have been guilty of grave professional misconduct proven by any means which the contracting party can justify including by decisions of the European Investment Bank and international organisations;
- (d) they are not in compliance with their obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which they are established or with those of the country of the contracting party or those of the country where the contract is to be performed;
- (e) they or persons having powers of representation, decision making or control over them have been the subject of a judgement which has the force of *res judicata* for fraud, corruption, involvement in a criminal organization, money laundering or any other illegal activity, where such an illegal activity is detrimental to the Union's financial interests;
- (f) they are subject to an administrative penalty for being guilty of misrepresentation in supplying the information required by the contracting party as a condition of participation in a procurement procedure or failing to supply information, or being declared to be in serious breach of their obligation under a contract covered by the budget;
- (g) they have a conflict of interest in connection with the contract; a conflict of interest could arise in particular as a result of economic interests, political or national affinities, family or emotional ties or any other relevant connection or shared interest

Once the individual expert has been notified on its inclusion to the short-list, he/she must provide a signed *Sworn Statement* to the address that they are not in one of the situations of exclusion listed above. In case of doubt, they may be requested to provide supporting evidence of non-exclusion.

6. CONTRACTING

The mentor and the tourism SME beneficiary will sign a "Mentoring Agreement"¹ concluded with a **minimum number of mentoring hours** (30 hours distributed in 12 months, meaning at least 1 one-to-

¹ To be provided



one session per month) and a **fixed rate** of €100 (hundred euro) per working hour, including VAT if applicable. Within the number of mentoring hours, the agreement covers the time devoted for reporting purposes to the Tourban partners (namely, preparation of the inception and final feedback forms, and participation in the mid-term and final interviews).

7. PLACE OF WORK

As required, tasks may be carried out at the tourism SME beneficiary premises, or remotely, using electronic communication tools.

8. TIMETABLE

Stages	Dates
a) Deadline for submission of the applications	Rolling admission of mentors until minimum June 2021 or until all necessary profiles are covered adequately
b) Evaluation period*	June 2021
c) Information to applicants*	June 2021

*Indicative

9. PROCESSING OF PERSONAL DATA

The reply to this call involved recording and processing of personal data (name, address and CV). Such data will be processed pursuant to Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.



Tourban



PROJECT PRESENTATION



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KEY PROJECT INFORMATION

Project Title: Tourban - Accelerating SME capacity and innovation for sustainable urban tourism

Funding Programme: Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME)

Call: COS-TOURCOOP-2019-3-01: Boosting sustainable tourism development and capacity of tourism SMEs through transnational cooperation and knowledge transfer

Duration:

16th September 2020 – 15th March 2023 (30 Months)

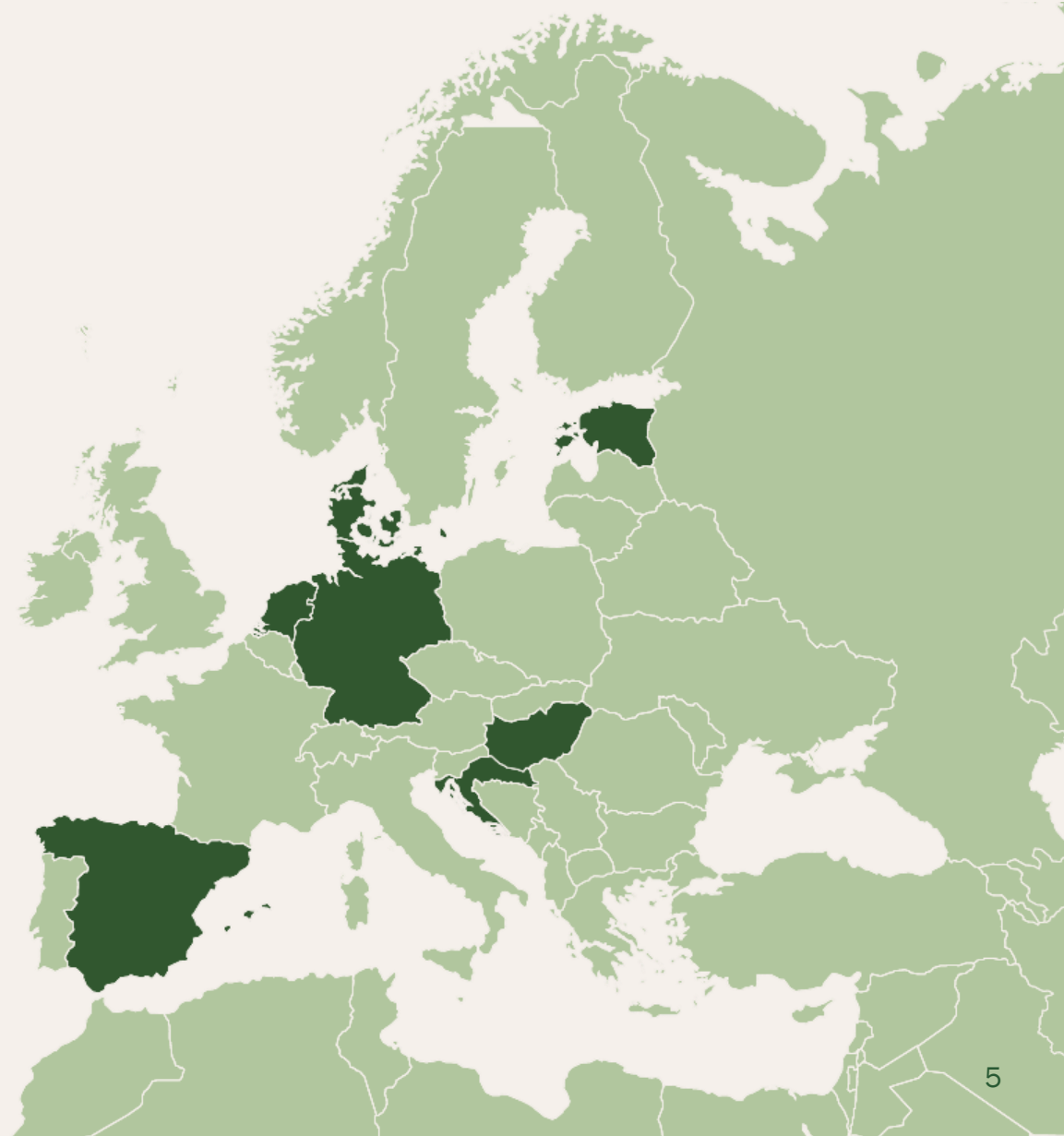
Budget:

- Total: 1.327.777 € (Co-financing rate: 75%)
- Thereof: 600.000 € financial support to third parties (to SMEs)



PROJECT PARTNERSHIP

1. Barcelona Chamber of Commerce, Industry, Services and Navigation (BCC) – **Barcelona, SPAIN**
2. B.LINK Barcelona Strategic Projects S.L. (B.Link) – **Barcelona, SPAIN**
3. Institute for Tourism Research in Northern Europe (NIT) – **Kiel, GERMANY**
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7. Creative Business Network (CBN) – **Copenhagen, DENMARK**
8. Hungarian Hospitality Employers' Association (VIMOSZ) – **Budapest, HUNGARY**



OBJECTIVES

“Support urban tourism SMEs in the adaptation towards more sustainable business models.”



- Promote and establish a **transnational and cross-sectorial network** in between different actors from the tourism industry (SMEs, technology and sustainable solution providers, public and private decision makers, investors etc.)



- **Create and spread knowledge and skills** among tourism SMEs to facilitate the adoption of solutions, practices and experiences tackling challenges in urban tourism sustainability.



- **Deliver technical and financial support services to SMEs** to help them achieve their individual sustainability projects and goals same as possibly a sustainability certification.

How?



**Online
Community
& Events**

**Research
Training
Workshops**

**Acceleration
Programme
(incl. grant)**

ACTIVITIES



Transnational and cross-sectorial cooperation and network:

- ✓ Online community: <https://community.tourban.eu>
- ✓ International events (online and offline) – Final Conference Dubrovnik (2023)



Create and spread knowledge and skills among tourism SMEs:

- ✓ Research and analysis about urban tourism sustainability challenges + best practices (DONE)
- ✓ ‘Peer to peer sessions’ (= thematic training workshops) – international/English
- ✓ ‘Communities of practice’ (= online working groups) – international/English
- ✓ Design Thinking Lab Barcelona (2022) - international/English



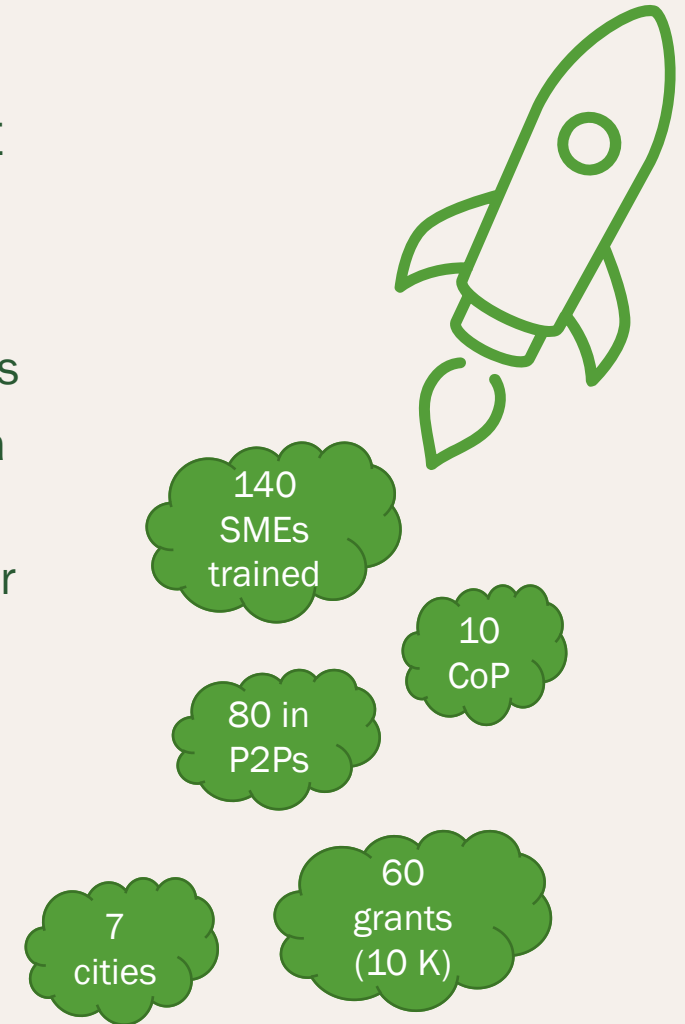
Deliver technical and financial support services:

- ✓ **Acceleration Programme** (incl. up to 10.000 € grant/ SME)
- ✓ Upcoming: Webinar on the application process and requirements
- ✓ Investor Pitch Copenhagen (2022) - international/English



EXPECTED RESULTS

- **eManual:** “Sustainable urban tourism: challenges, best practices and transforming initiatives for cities and SME managers” – ALREADY AVAILABLE
- **Online Community** – ALREADY LIVE
- **10 Communities of Practices** with min. 100 members/stakeholders
- **10 Peer-to-peer sessions** on different practical topics with minimum 80 SMEs
- **1 Investor Pitch** in Copenhagen (DK) and **1 Design Thinking Lab** in Barcelona (ES) with min. 80 SMEs and 30 SMEs respectively
- A 12-month **SUSTAINABLE URBAN TOURISM ACCELERATION PROGRAMME** for min. 60 SMEs each receiving max. 10.000 € grant (600.000 € in total)
- **Project good practices digital brochure** with min. 12 practices
- **2 International conferences** in Breda (NL) and Dubrovnik (HR) with minimum 120 participants
- 7 individual **cities’ exploitation plans**



TARGET GROUPS

As many as possible
INVESTORS AND
FINANCIERS

7

LOCAL AUTHORITIES AND
OTHER GOVERNMENT
ORGANISATIONS

LOCAL COMMUNITIES AND
NEIGHBOURS



BUSINESS SUPPORT
ORGANISATIONS (BSOs)

10+

SUSTAINABILITY EXPERTS

7+

PROVIDERS OF SUSTAINABLE
TOURISM SOLUTIONS,
PRACTICES AND
TECHNOLOGIES

40+



CALENDAR

