Smart Specialisation Platform for

Thematic Partnership

Digitalisation and Safety for Tourism

Start Date 27 September 2017

MONITORING PROGRESS REPORT

Reporting Period: from January to June 2019

This Report is presented to the relevant Working/Steering Committee. It contains three parts:

I. Management Report prepared by the Lead Region(s)
II. Progress Report prepared by the Lead Region(s)
III. Previous versions of the Progress Report; i.e., part II of past reporting periods

The report is a “cumulative” report, i.e. it is updated every six months and covers the entire period of the Partnership.

Confidentiality: this document (part I) will be made available to the public via the Partnership's web page except for chapter II.E. Self evaluation.

Based on the monitoring results, the European Commission will decide on the following year’s support.
Executive summary (max. 250 words):

The Digitalisation and Safety for Tourism Partnership, with the support of Reconfirm, has been working and progressing in the different phases: last year the mapping phase, identifying cross-regional thematic areas for collaborative investment projects, and last period providing the guidelines for defining the investment opportunities to reach the new service of TAF soon.

The priorities of the partners in order to establish coherent operational investment projects, departing from the two main themes: Digitalisation and Safety. From these main themes, 6 thematic priority areas were selected, and then syphoned into three overarching thematic areas for investment projects. These are the following:

- Access to data (Andalusia)
- Green Mobility, Accessibility and Connectivity (Slovenia)
- Resilience, new phenomena/climate change, risk and crisis management (Lapland)

Access to data has been selected as a thematic priority area in the theme of Digitalisation for Tourism in which to focus investment projects. The investment project that is taking shape is the ToT Lab (Tourism of Tomorrow Lab): a “one stop shop” gathering investments from top market operators, and leading public organisations in the sector. ToT Lab will connect private and public research centres and the business community to generate business intelligence and new knowledge to be used by its national and regional members to provide data, training and services for players in the Tourism sector. ToTLab will be our investment idea presented to TAF.

The other two priority areas have been discussed further with the help of Reconfirm.

Regional stakeholder has been strengthened, especially involving SMEs.

On this period, we have been working mainly to define and align the idea of ToT Lab to fulfil the criteria to be submitted for the TAF services, including dealing with MoUs, engaging private sector as well as outlining the possible governance of the project.
I. Management Report prepared by the Thematic Platform/Lead Region(s)

I.A. Partnership Action Fact Sheet

- **Partnership:** Digitalisation and Safety for Tourism

- **Partnership's web-page:** [http://s3platform.jrc.ec.europa.eu/tourism](http://s3platform.jrc.ec.europa.eu/tourism)

- **S3 Thematic Platform:** Industrial Modernisation

- **Objectives:**
  - to build up resilience and innovations through local networking among business, authorities, associations and educational institutions;
  - to take better use of digitalisation and safety in the development of tourism innovation;
  - to support value chains in tourism in terms of investment pipelines and platforms;
  - SME’s to be able to achieve economic growth;
  - to enhance and boost economic and scientific development.

- **Lead Region(s):** list of regions/countries leading this partnership
  - Lapland (FI)
  - Andalucia (ES)
  - Slovenia (SI)

- **Official partner regions:** list of regions/countries that have officially committed to follow this partnership and have been active in the last six months.
  - Castilla y León (ES)
  - Catalonia (ES)
  - Valencia (ES)
  - Lazio (IT)
  - Tuscany (IT)

- **Other regions:** list of regions/countries that have expressed their interest in this partnership but have not signed a commitment letter.
  - Île-de-france
  - Emilia-Romagna
  - Oberösterreich
  - North-east Romania
  - Crete
  - Warmińsko-Mazurskie
  - Galicia
  - South-Limburg
  - Portugal

- **Intentions to join:** list any regional/national authorities
  - Currently we are working to engage other regions which has expressed its interest through the regional authorities which deals with tourism policies and data and NECSTouR has already in its network.

- **Other participants (other than national/regional authorities):**
  - (Please list here all other (non-region) participants (clusters, institutes, RTOs, etc.))
  - NECSTouR
Network of European Regions for a competitive and a sustainable tourism

Representative of Lead Region 1:
(name, institution, address, phone, e-mail)
Ms Eija Raasakka, Lapland University of Applied Sciences, Jokiväylä 11, 96300 Rovaniemi, Finland
Mobile: +358407098160
email: eija.raasakka@lapinamk.fi

Representative of Lead Region 2 (if applicable):
(name, institution, address, phone, e-mail)
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Tlf. +34 662978034
email: rosam.ropero@juntadeandalucia.es.

European Commission Coordinator:
Krzysztof MIESZKOWSKI

Any other relevant information:
Co-lead region is Slovenia.
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Support organisation is NECSTouR.
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marta.domper@necstour.eu

I.B. Thematic Working Areas (WA)

- Thematic Working Areas (if any, please list of WAs, region(s) in charge of it, names and affiliations of involved regional/national authorities, and other actors)

<table>
<thead>
<tr>
<th>Working Area</th>
<th>Region in Charge</th>
<th>Involved regions</th>
<th>Other actors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to data</td>
<td>Andalucia</td>
<td>Slovenia, Lapland, Castilla y Leon, Valencia, Tuscany</td>
<td>NECSTouR</td>
</tr>
<tr>
<td>Green mobility, accessibility, connectivity.</td>
<td>Slovenia</td>
<td>Lapland, Castilla y Leon, Valencia, Tuscany</td>
<td>NECSTouR</td>
</tr>
<tr>
<td>Resilience, new phenomena/climate change, risk and crisis management.</td>
<td>Finland</td>
<td>Slovenia, Lazio, Castilla y Leon, Andalucia</td>
<td>NECSTouR</td>
</tr>
</tbody>
</table>
I.C. Overview of past activities (past six months, the first half of 2019)

### Past Meetings

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative meeting of the platform</td>
<td>2019-01-09</td>
<td>Online</td>
</tr>
<tr>
<td>Administrative meeting of the platform</td>
<td>2019-02-22</td>
<td>Online</td>
</tr>
<tr>
<td>Partnership meeting, Lazio-Lapland</td>
<td>2019-02-28</td>
<td>Rome Italy</td>
</tr>
<tr>
<td>Partnership Meeting + Technological SME participation</td>
<td>2019-03-28</td>
<td>Split and Online</td>
</tr>
<tr>
<td>Administrative meeting, Reconfirm-Lapland</td>
<td>2019-04-11</td>
<td>Online</td>
</tr>
<tr>
<td>TAF launching, Reconfirm-Andalusia</td>
<td>2019-04-12</td>
<td>Brussels</td>
</tr>
<tr>
<td>ToTLab briefing by Andalucia to business representatives</td>
<td>2019-06-06</td>
<td>Online</td>
</tr>
<tr>
<td>Administrative meeting</td>
<td>2019-06-13</td>
<td>Warsaw</td>
</tr>
</tbody>
</table>

### SLOVENIA
- 2019-01-09 Meeting with industry - ARCTUR company
- 2019-01-17 Tourism 4.0 meeting - research initiative of tourism companies in Slovenia
- 2019-03-06 Slovenian Chamber of Tourism meeting on smart specialization platform in tourism evaluation
- 2019-03-14 Tourism 4.0 meeting - research initiative of tourism companies in Slovenia
- 2019-04-09 Tourism 4.0 meeting - research initiative of tourism companies in Slovenia
- 2019-05-16 Tourism 4.0 meeting - research initiative of tourism companies in Slovenia
- 2019-05-20 Slovenian Chamber of Tourism meeting on smart specialization platform in tourism evaluation
- 2019-05-30 Presentation of S3 and Platform to representatives of Chamber of Commerce of Bosnia and Herzegovina, Sarajevo.
- 2019-06-19 Tourism 4.0 meeting - research initiative of tourism companies in Slovenia
- 2019-06-19 Slovenian Chamber of Tourism meeting on smart specialization platform in tourism evaluation

### LAPLAND

**Developing Lapland Tourism Strategy** (project) spring 2019, launched in autumn 2019: 140 organisations, appr. 400 participants in the following meetings and workshops

- 10.1. Developing summer season, sales and marketing
- 11.1 Lapland Festivals- event development
- 11.1 Knowledge management, workshop
- 18.1 Responsibility Network, national meeting
- 30.1. Visit Finland, main marketing areas
- 4.2. Food Forum/Food Tourism
- 4.2. Quality and Safety ecosystem, workshop
- 5.2 Accessibility, workshop
- 13.2 The future scenarios of Lapland tourism
- 14.2. Marketing, House of Lapland
- 18.2. Responsibility in Tourism strategy
- 19.2. Finland Tourism Road Map and Lapland Tourism strategy, Ministry of Economic Affairs and Employment/Tourism
- 22.2 Steering group
- 25.2. Tourism Dashboard in Finland - Follow up meeting
- 26.2. Sharable tourism accommodation, collaboration and good practises
Developing Lapland Safety and Security Activity Plan, regional and national meetings:

- 7.1. Lapland Safety and Security Activity Plan, working group meeting
- 11.1. Ministry of Interior, forest fire, project consortium
- 18.1. Lapland Safety and Security Activity Plan, working group meeting
- 23. – 24.1. National Safety and Security Conference, Kuopio
- 19.2. Lapland Safety and Security Activity Plan, process presented for regional leaders
- 12.3. Finnish Red Cross, meeting
- 15.3. Lapland Safety and Security Activity Plan, working group meeting
- 28.5. Lapland Safety and Security Activity Plan, working group meeting
- 27.5. Ministry of Interior, Workshop for regional safety and security networks
- 19.6. Lapland Safety and Security Activity Plan, regional workshop Tornio
- 20.6. Lapland Safety and Security Activity Plan, regional workshop Rovaniemi

Stakeholder meetings in Lapland and Finland, Arctic Smartness and Clusters:

- 8.1. International Lapland, cross-sectoral stakeholder meeting
- 18.1. International Lapland, cross-sectoral stakeholder meeting
- 25.1. Lapland clusters and ecosystems, stakeholder workshop
- 30. – 31.1. Entrepreneurs Lapland: development organisations and municipal service providers
- 1.2. International Lapland, cross-sectoral stakeholder meeting
- 5.2. International Lapland, cross-sectoral stakeholder meeting
- 11.3. Lapland clusters and ecosystems, cluster managers’ interviews
- 12.3. Lapland clusters and ecosystems, stakeholder workshop
- 14.3. International Lapland, cross-sectoral stakeholder meeting
- 16.3. International Lapland, cross-sectoral stakeholder meeting
- 24.4. Tourism Cluster meeting, Posio
- 9.5. Lapland clusters and ecosystems, stakeholder workshop
- 13.5. Rural Finland steering group meeting, Helsinki
- 14.5. Annual Tourism Conference, Helsinki
- 4. – 5.6. International Lapland, cross-sectoral stakeholder workshop, Pyhä
- 18.6. Arctic Smartness half-year-seminar, all stakeholders
- 19.6. Visit Finland, Digital Development Manager

Past Workshops

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>26th Annual eTOURISM conference</td>
<td>2019-01-29 – 2019-02-01</td>
<td>Nicosia, Cyprus</td>
</tr>
<tr>
<td>Event</td>
<td>Date</td>
<td>Location</td>
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<tr>
<td>S3 Tourism and ClusSport collaboration workshop, European Industry Days, Innosup partner meeting, Brussels</td>
<td>2019-02-07</td>
<td>Brussels</td>
</tr>
<tr>
<td>Making your investment projects bankable by ReConfirm</td>
<td>2019-04-12</td>
<td>Brussels</td>
</tr>
<tr>
<td>S3 Tourism workshop, TAF expert</td>
<td>2019-06-13</td>
<td>Warsaw</td>
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It was a very informative and productive workshop. We clarify the what it already needed for a bankable project, the what we should and shouldn’t when applying to the TAF services and the general aspects of the application.

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<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>S3 Steering Group meeting</td>
<td>2019-06-14</td>
<td>Warsaw</td>
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</table>

**Past Dissemination Activities**

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arctic Safety Research Seminar and UArctic thematic network 'Arctic Safety and Security' and Tourism Safety</td>
<td>2019-03-13/14</td>
<td>Svalbard Norway</td>
</tr>
<tr>
<td>Arctic Smartness Spring Café</td>
<td>2019-03-18/19</td>
<td>Brussels</td>
</tr>
<tr>
<td>Entrepreneurial Discovery Focus Group on Tourism and Cultural Identity &amp; Smart Localities</td>
<td>2019-03-7</td>
<td>Ploiesti, South Muntenia region, Romania</td>
</tr>
<tr>
<td>Digital Tourism Network</td>
<td>2019-03-18</td>
<td>Brussels</td>
</tr>
</tbody>
</table>

Any other comments
### I.C. Overview of future activities (the next 6 months – the 2nd half of 2019)

#### Future Meetings

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Excellence Forum @ ICT Proposers' Day 2019</td>
<td>2019-09-19/20</td>
<td>Helsinki, Finland</td>
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</table>

Any other comments

#### Future Workshops

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Place</th>
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<tbody>
<tr>
<td>CAST Bootcamp</td>
<td>October 2019</td>
<td>Spain</td>
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</tbody>
</table>

Any other comments

#### Future Dissemination Activities

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>EBN TechCamp</td>
<td>27-20 March 2019</td>
<td>Toulon (France)</td>
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<td><strong>Please enter date here...</strong></td>
<td><strong>Please enter place here...</strong></td>
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Any other comments
II. Progress Report prepared by the Lead Region(s) of the partnership, describing results achieved during this period, in no more than 3 pages (the report is “cumulative”). All items listed in Sections A, B, and C, below, must be addressed.

Additional documentation such as extended technical reports and/or proceedings of workshops may be provided separately as an annex to this report (and should be referenced in the report).

II.A. Innovative results

● Innovative results and achievements that could be attributed to the Partnership. (Specific examples of Results vs. Objectives)

Partnership acknowledged by stakeholders and EC, invitations as panellists and cross-sectoral workshops. Ecorys is preparing a video on thematic area of Access to Data.

● Tangible short- and medium-term socio-economic impacts achieved or expected. ToT Lab investment idea will be submitted on the 30th of September 2019, on the second round of the TAF submission. TAF expert will meet on 13.6. in Warsaw

II.B. Inter-regional and inter-partnership collaborative results

● Additional results obtained from working with other partnerships under the thematic S3 Platforms. (Specific examples)
  - INNOSUP Innovative Well-being Products and Services from Tourism and Sports for the Promotion of Healthy Lifestyles, ClusSport and Tourism, 1st phase application submitted
  - EPSI and NECSTouR signed MOU (Memorandum of Understanding)
  - Andalucia had a sharing-experience meeting with another thematic partnership of the Thematic Partnership on “Traceability & Big Data”. As a result, we decided to work on the internal rules and governance of the partnership. We hope to have it ready within June 2019

● Evaluation of the involvement of relevant business sector (clusters, SMEs, business associations, chambers of commerce, etcetera) in the Partnership activities. (Specific examples)

Engaging stakeholders and especially SMEs: Tomi Ilijas/Slovenia and Sanna Kärkkäinen/Lapland participate in Warsaw meeting and give video testimonials on the thematic network. Lapland Tourism Ecosystem has signed up in European Cluster Collaboration Platform

NECSTouR is working principally to engage new private stakeholders in cooperation with the Cast Network project (Cosme) as well as taking into account the Wakalua Innovation Hub of the UNWTO.

● Evaluation of whether the level of inter-regional cooperation is sufficient to potentially provide practical and relevant socio-economic impacts. (Specific examples)

It’s really challenging to keep the proactivity and interest from the regions without funding, even if they have similar initiatives in their territories. so, funding is needed.

II.C. New activities
- Involvement of regions from EU13 Member States in the Partnership, in particular with respect to scoping, mapping and/or matchmaking. In addition, justification should be provided if no EU13 regions are involved.

  **Strengthened regional stakeholder networks, NECSTouR has participated in a meeting with the Digital Tourism Network on this aim.**

  NECSTouR is supporting the partnership in order to reach a bigger inter-regional cooperation through its members of the network, regional authorities but also academia and research organisations.

- Involvement of regions/countries from outside of EU28 Countries. (Number of participants from non-EU countries. Specify their contribution)

  None planned.

- Advancement and promotion of the Partnership through publications and other communication/outreach activities. (Number of outreach activities that resulted from the Partnership. A complete list with references and web-links should be given in an annex)

  A video of the ToT Lab idea is taking place to be use as a promotional tool to engage new partners for the project.

  Andalucia will present the ToT Lab in the EBN Tech Camp to catch the interest of Tourism SME that will participate engaged from the CAST Network project.

- Activities and projects with partnerships working under other S3 Thematic Platforms (Agri-Food, Energy and Industrial Modernisation).

  Close exchange of views with the Safe and Sustainable mobility platform

  SMEs for Industry 4.0, involvement of same ICT companies

  Andalucia is involved as partner in a strategic MED project: BEST MED under the PANORAMED projects umbrella. It is most likely to be approved within summer 2019 and since then, we will be working in data management and good integrated governance of the Med area, supporting the creation of cultural products that can help redirect tourist flows based on Acces to Data