



SUSTAINABLE AND TECHNOLOGICAL  
APPROACH TO RETHINK TOURISM

# The Start Project

Do you choose to ride, or BE the Wave of Change?

Project Code: 2022-1-IT01-KA220-VET-000088750



Co-funded by  
the European Union

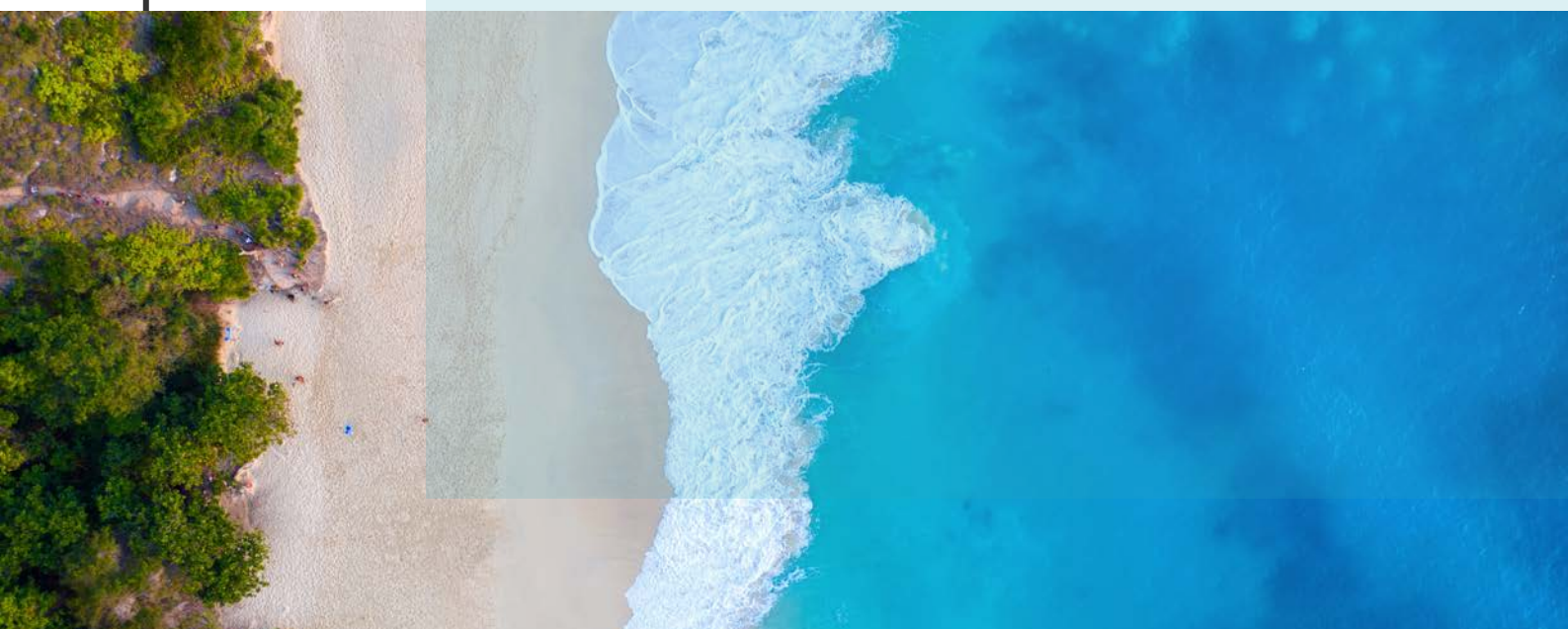
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# COME ON BOARD THE START PROJECT

Post-Covid-19 tourism will be very different from the one we knew until then and, as in all revolutions, a scenario of transformations is opening up that will reward those players and destinations that know how to seize opportunities, cooperating in synergy, to prevent the obsolescence of workers' skills and to map out the operating methods of a sector that must now increasingly offer smart solutions.

And that's where the **“S.T.A.R.T. - Sustainable and Technological Approach to Rethink Tourism” Project**, code 2022-1-IT01-KA220-VET-000088750" comes in!

START is a two-year Project, running from January 2023 to December 2024, co-funded by the Erasmus+ Programme of the European Commission, implemented by a consortium of **8 partners from 4 EU Countries**.



## KEY OBJECTIVES

The project aims to prevent the obsolescence of tourism sector workers' green and digital skills and to map out the operating methods of the sector that must now increasingly offer smart solutions by:

- Supporting the personal and professional development of tourism sector workers
- Promoting accessibility over time to a plurality of OERs
- Guiding and inspiring practitioners towards a circular rethinking of their business models
- Aligning a pool of trainers on green-tech infusion and transformational team coaching techniques and methods in a 5-day mobility
- Disseminating the learning path and relative support tools to a wide audience of tourism operators

# PARTNERSHIP

The **8** partners of the **Start Project** come from **4 EU Countries** that are an expression of VET, the Chamber and Local Development System, Destination Management Organisations and Innovation companies.



# PARTNERSHIP



**CONFORM S.c.a.r.l.** has been operating since 1995 at national and international level, promoting research projects, training plans, with formats in presence, experiential and e-learning, consulting activities for companies and PA, drafting of traditional communication plans and with the use of new media, audiovisual and film productions, realization of VR, AR and MR solutions and games, development of gamification and game-based marketing strategies, with the support of expert staff and a team of trainers, consultants and managers, bearers of successful experiences, as well as a dense network of relationships, with over 250 national, European and international partners.



# PARTNERSHIP



The development company of the Marche Region, with the L.R. 24 of 6 August 2021 takes the name of **SVEM** - Development Europe Marche S.r.l. SVEM contributes to the development of the economy of the Marche region, by supporting the activity of the Public Administration, in close collaboration with the economic forces operating in the region, through the elaboration of local, European and international projects in order to support the employment of young people and the promotion of the generational change, in compliance with the regional programming guidelines.



# PARTNERSHIP



**GTechnology Foundation** created in 2012 is a non-profit Scientific Research Organization as defined in the European Commission Communication 2006/C 323/01 of 30/12/2006. The Foundation's main missions are to be a coordinator of multidisciplinary research projects placing the social innovation at the heart of technology development. GTechnology contributes to the dissemination of knowledge through seminars, conferences and training activities in order to acquire, share and update knowledge and technological skills. Finally, the Foundation is also an interface between academia, society and economy.



# PARTNERSHIP

**Cámara**  
Sevilla

The Chamber of Commerce, Industry, Services and Navigation of Seville promotes business development, entrepreneurship, internationalisation and innovation through several services and activities. The Chamber of Seville works in close cooperation with the Public Administration and it has a wide training programme with different courses addressed to entrepreneurs, professionals, employees and unemployed.

The Chamber of Commerce of Seville is associated at different levels with international, national and local level (Eurochambres, Global Chambers Platform, ASCAME, Spanish High Council of Chambers, Andalusian Council of Chambers, etc.) and has a huge experience managing and implementing international projects, having an important network of partners in Europe and the world.





# PARTNERSHIP



The **University of Alicante (UA)** was founded in 1979. Being one of the youngest universities in Spain, the UA is also considered one of the most innovative and fastest developing in Spain. More than 30000 national & 3000 international students are enrolled in 7 Faculties offering more than 39 undergraduate and 78 postgraduate programmes. The UA is considered to be a point of reference for many companies to which it provides technical assistance, student training programmes and continuous programmes and has participated, as partner or coordinator, in a large number of international projects from different funding programmes, such as: TEMPSU, ERASMUS MUNDUS, Erasmus+, H2020, Horizon Europe, DAAD, COSME etc.



# PARTNERSHIP



The goal of **THESSALONIKI TOURISM ORGANIZATION** is to increase the quality and quantity of the incoming tourism flow in the prefecture of Thessaloniki. Through partnerships, direct actions or as assistants to relevant actions of third parties, we highlight the strategic advantages of Thessaloniki as an important touristic, commercial, economic, cultural, religious and cruise destination in Greece and abroad and promote and advertise the tourism brand of Thessaloniki. Our vision is to make Thessaloniki, the metropolis of Northern Greece, a unique and modern city-break destination, but also a center of tourist traffic in the surrounding area.



# PARTNERSHIP



**TRANSCOOP**, Agency for Transnational Training and Development, est. 1994 and based in Thessaloniki/GR, is specialized in project design and management with particular focus on territorial development and development of human resources. Subject of TRANSCOOP is program and project planning and monitoring of their application in the context of EU and national policies, along with the implementation of associated to them activities, as elaboration of studies, planning and carrying out training measures, organization of seminars and events, preparation of publicity actions, development of ICT tools. As a result of its long presence in the European practice, TRANSCOOP has accumulated a sound experience in the implementation of transnational projects, especially in the human resources sector.



# PARTNERSHIP



**ASSOCIAÇÃO PROMOTORA DA REDE DINÂMICA XXI (APREDIN)** works in many different sectors, according to the interests of the associates, always inputting our skills and experience in innovation strategies and European funded projects. Since 2005, APREDIN supports each pillar of the Golden Triangle of Innovation by promoting activities in the areas or RESEARCH, ENTREPRENEURSHIP, and INVESTMENT.



## RESULTS

- **Training programme** for the green and digital upskilling of tourism sector workers.
- **Interactive AI-based Educational Environment** where people can access 10 interactive training video pills, also developed with Metaverse solutions, narrative branching scenarios, interviews and case studies to acquire and maintain over time, green and digital skills and solutions for the competitiveness of the tourism sector.
- **Green tech-infusion toolkit** to enable trainers to guide tourism sector workers in: conducting organisational as-is-to be analyses to rethink business models in a circular way; designing digital solutions to innovate the range of sustainable tourism products/services offered





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## START – SUSTAINABLE AND TECHNOLOGICAL APPROACH TO RETHINK TOURISM

PROGRAMME: ERASMUS+ KEY ACTION 2 – COOPERATION PARTNERSHIPS IN THE SECTOR OF  
VOCATIONAL EDUCATION AND TRAINING

PROJECT CODE: 2022-1-IT01-KA220-VET-000088750



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