



Transnational Joint Call

Regione Toscana

Direzione generale Competitività del sistema
regionale e sviluppo delle competenze
Area di Coordinamento Turismo,
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Funding Agencies

Objectives and topics

The ERNEST partners have launched on October 20th 2010 the first **joint call for interregional Collaborative Research Projects (CRPs)** in the research area **“Sustainable tourism”**, with the aim to create collaborative, trans-national research opportunities that will derive new insights.

Successful proposals required the building of consortia of two or more partners based in two or more different ERNEST joint call countries.

The ERNEST initiative covers research funding which must focus on

original excellent interregional and trans-national research in the selected themes, and must have an European-added value. A similar multidisciplinary and international approach in the field as the one developed in ERNEST JCP did not exist before. This initiative brings together the academic and the tourist industry research teams, hopefully enabling them to develop innovative, more sustainable tourist products, capable to enhance the competitiveness of the European tourism sector.

10 strategic research area which fully highlight the horizontal nature of research into sustainable tourism

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| 1 Impact of transport | 6 Active conservation of environmental heritage |
| 2 Residents quality of life | 7 Active conservation of distinctive identities of destinations |
| 3 Quality of work | 8 Reduction and optimization of natural resources use with particular reference to water |
| 4 Widening the relations between demand/offer (geographical and seasonal concentration of tourism) | 9 Reduction and optimization of energy consumption |
| 5 Active conservation of cultural heritage | 10 Reduction of waste and better waste management |

ERNEST is funding transnational research projects in the field of sustainable tourism by offering coordinated calls from the participating regional governments.

The beneficiaries of the JCP (Joint Call for Proposals) are eligible organizations operating in the ERNEST regions participating to the call: Basque Country, Emilia Romagna and Tuscany in Italy

Beneficiaries - Eligible Projects

Each proposal involves a minimum of 2 partners from at least two different ERNEST participating regions/countries

- Tourism SMEs including those belonging to other sectors whose products/services find application in the tourist sector; large companies;
- Tourist consortia (public and/or private consortia of tourist SMEs);
- Local public administrations;
- Research and Technology Organisations, universities or other organisations;
- Non-profit organisations.

Evaluation

Evaluation of each Project Proposal (PP) is carried out by the respective regional/national programmes involved in the Joint Call for Proposals (JCP), following the good practice model “Decentralized evaluation carried out by national programmes”, in cooperation with the Joint Call Steering Committee (JCSC) and with the Joint Call Secretariat (JCS).

The “decentralized evaluation” implies that the regional funding agen-

cies involved must integrate evaluation of ERA-Net level full proposals and evaluation of regional funding applications. This means the evaluators of the regional funding agencies are asked to evaluate the regional-level proposals (according to the regional programme rules) and also the transnational proposals (according to the project “Evaluation Guidelines”).



Funding programmes

Tuscany region

Funding Program: 2007-2013 ERDF Regional Operational Programme (ROP) Axis I Measure 1.5.c. research and innovation for cooperative projects (industrial research and experimental development)
Funding commitment: 400.000,00 €
Funding rates: max contribution of 80%

Emilia-Romagna region

Funding Program: regional law n. 40/2002
Funding commitment: 180.000 €
Funding rates: max contribution of 50%

Generalitat de Catalunya

General Directorate for Tourism
Department of Enterprise and Employment

Funding Program: direct grants
Funding commitment: 200.000 €
Funding rates: max contribution of 63,2%

Basque Government

Department of Industry, Innovation,
Trade and Tourism

Funding Program: GAITEK Programme
Funding commitment: 200.000,00 €
Funding rates: maximum 50% for small enterprises, 50% for medium enterprises, and 40% for large companies
Maximum amount of funding for Italian research group(s) in a proposal: 150.000,00 € per eligible institution per year



Approved projects

The following proposals have been suggested for funding and are currently subject to contract negotiations on regional level

The Ernest joint call includes all fields in sustainable tourism, structured in the following topics for each project

Project acronym: A_BEST - Accessibility_Beach Ecology Safety Technology

Project coordinator: Province of Forlì and Cesena

Project partners: 2 PLA, 2 SME

Regions involved: Emilia Romagna Region, Generalitat de Catalunya

Priority objectives: The "A_BEST" project is coordinated by the Province of Forlì-Cesena, in partnership with Cooperativa Esercenti Stabilimenti Balneari of Cesenatico, the Municipality of Cesenatico, and Elsa Integració, Associació integració de les persones amb disminució of Girona. It is aimed at implementing a sustainable, accessible model of seaside tourism, in order to create high-quality services that make the beach as safe and enjoyable as possible for everyone, responding to the special needs of the disabled and elderly and the expectations of environmentally-conscious tourists: a "green beach" prototype.



Project acronym: BEST - BEaches accessibility and Security improvement

Project coordinator: Province of Ravenna

Project partners: 2 PLA, 2 SME

Regions involved: Emilia Romagna region, Generalitat de Catalunya

Priority objectives: The primary objective is to develop innovative models for improving quality standards in the fields of beach accessibility and safety, as factors that contribute to increasing the popularity of destinations within a framework of very intense competition. The project partners will reciprocally share their knowledge and experience in the field of accessibility and safety, to help implement concrete, tangible measures aimed at increasing the opportunities for the differently-abled to enjoy the beach (and the water), as well as raising safety standards. The added value is given by the cooperative approach, which makes it possible to introduce innovative elements into the models of safety and accessibility management.



Project acronym: CLEAN - eleCtric mobility to analyse tourist bEhaviour in urBAN areas

Project coordinator: Immobiliare Montecarlo S.P.A

Project partners: 6 SME, 1 PLA

Regions involved: Tuscany region, Generalitat de Catalunya, Basque Government

Priority objectives: Thanks to intensive local level and interregional cooperation between SMEs in the tourism sector, related service providers and public administrations, the project provides an innovative service that links sustainability to competitiveness.

The idea at the basis of CLEAN is to use electric vehicles for tourist mobility in urban centres to monitor and reduce the environmental impact of tourism mobility. Vehicles are not zero emitters but also host high tech equipment to monitor and map tourist behaviour and related environmental impact (a mobile laboratory)



Project acronym: EXCELLENCE - bEaCh EstabLishments accessibLit, sEcurity and eNvironmental impaCts rEduction

Project coordinator: Province of Rimini

Project partners: 2 PLA, 1 RES, 4 SMEs Ass.

Regions involved: Emilia Romagna region, Generalitat de Catalunya

Priority objectives: The priority of the project is to pursue the maximum eco-sustainability and eco-accessibility of beaches, beach establishments and its surroundings in identified coastal areas (the Rimini Riviera and the Municipality of Torroella de Montgrí - L'Estartit). The project partners want to help the adjustment of beach establishments through specialized projects that promote interventions such as the reutilization of sewage, thermal solar energy to produce warm water, production of energy from renewable sources and improvement of energy efficiency in beach establishments, thus putting the whole beach services industry and individual enterprises in an absolute excellence position at a European level.



Project acronym: 4. S. A. F0. M. C0. D - Four seasons in Forte dei Marmi and Costa Dorada

Project coordinator: Paradiso al Mare S.N.C. di Scialli Giuseppe & C. - Italy

Project partners: 7 SME, 1 RES

Regions involved: Tuscany region, Generalitat de Catalunya

Priority objectives: Research in seasonal adjustment and preservation of cultural identities in Forte dei Marmi (Tuscany) and Costa Dorada (Spain). Development of a detailed plan for the development of innovative touristic services aimed at seasonal adjustment and enhancement of local distinctive identities and for the development of innovative touristic services aimed at intangible and creativity existing in the territory

Project acronym: M.G.D.T - Marinas: Gateways to Discovering the Territory

Project coordinator: Marina di San Rocco S.p.A. - Tuscany - Italy

Project partners: 6 SME

Regions involved: Tuscany region, Generalitat de Catalunya

Priority objectives: In the context of the activities of the National Association of Italian Touristic Ports and Landing (ASSONAT) and the Catalanian Marinas Association the following topics have emerged as development objectives:

- development of marinas as gateway to the inland territory; development of integrated tourism services such as mobility services, cultural and athletic activities, accommodation and catering services to ensure the development and the increase of tourist flow to and from the sea through the marina
- enhancement and active conservation of cultural identity and environmental of the inland areas of two Italian and Spanish tourist destinations in order to promote the development of tourist services
- development of a system of transport and sustainable mobility ensuring the integration and connection between the port area and various points of interest in the inland destination.



Project acronym: T.C.M.T.&C - Thermal Baths and Culture in the Hills of Tuscany and Catalunya

Project coordinator: A.A.S: Associazione Albergatori Servizi Soc. Coop. - Toscana - Italia

Project partners: 9 SME, 1 PLA

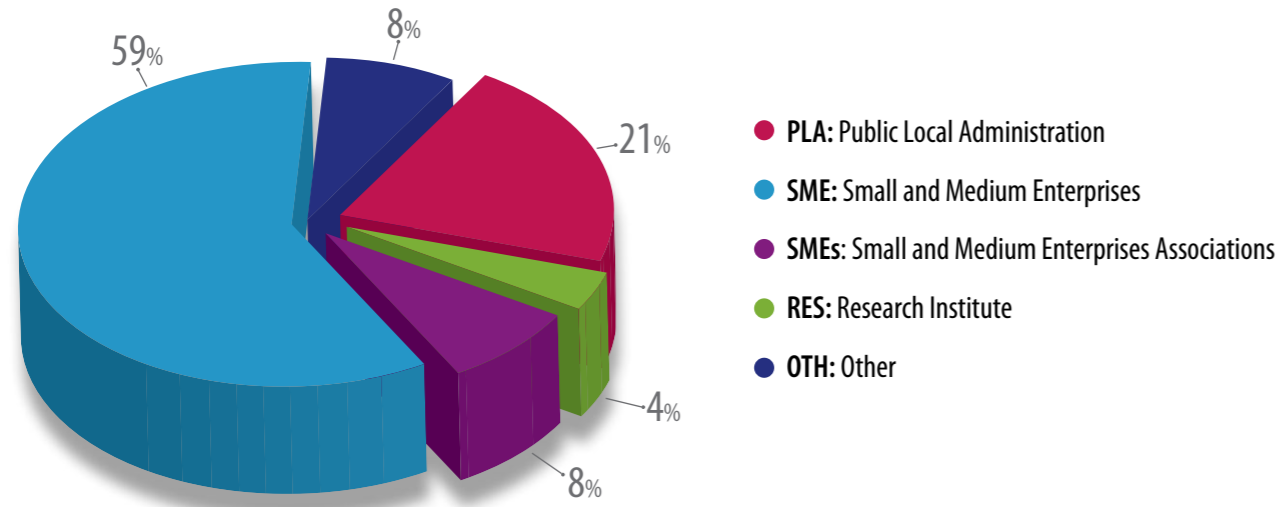
Regions involved: Tuscany region, Generalitat de Catalunya

Priority objectives: Many countryside territories in the European region the tourism has low implantation and normally based in unique concrete touristic resource. This normally means that the tourist activity and its benefices do not get dispersed around the villages and the surroundings around the concrete resource. Therefore, it is needed to implant a methodology or strategy to spread this touristic activity to the proximities to make the touristic activity resource. The following priority objectives of the territory have been highlighted and thus the project:

- active enhancement and conservation of the characteristics of the identity of the tuscan hills and in particular:
 - the rural, gastronomic and farming culture of the Tuscan hills and countryside
 - the art, wine, entertainment culture (music and theatre)
- development of forms of cooperation between operators and development actions between economic stakeholders and institutions of destinations
- identify the identity of the countryside to develop new touristic services that help to disperse the tourism from the Escornalbou Castle to the rest part of municipality inside Catalonia region
 - farm activity, traditional culture
 - farm products as olive oil and hazelnuts
 - history of the region



Potential demand satisfied with the Ernest joint call



Voices of the project partners about the ERNEST Joint Call



Arch. Paolo Bongini - D.G. for regional competitiveness and skills development - Head of Coordination Area for tourism, trade and the tertiary sector (Tuscany region)

"The ERNEST project proved to be a great learning experience in interregional cooperation, and was also the occasion for us to rethink our strategy of measures in support of SMEs clusters willing to implement, with the support of the research community, regional level innovative sustainable tourism projects which can be replicated at the European scale."



Paola Castellini
Head of commerce, tourism and quality of tourist areas department (Emilia-Romagna region)

"For Emilia-Romagna Region, the Ernest joint call gave the opportunity to experiment innovative and easily replicable ideas on its own territory. The joint call encouraged the development of a participatory process among public bodies, local enterprises, and their representatives. Some of these, through the implementation of the project, have given rise to new forms of entrepreneurship"



Ms. Marian Muro
Directorate General for tourism. Ministry of Enterprise and Labour. Generalitat de Catalunya

"The Ernest project represented for Catalunya a great opportunity in interregional research experience, based on good practises exchanges focused on a sustainable tourism"



Ana Izaguirre
General Manager of BASQUETOUR, Basque Tourism Agency (Basque Government)

"The Basque Country has long experience in the participation in ERA-NET initiatives and in the design, implementation and compromise in their Joint Trans-national Calls (JTCs) for R&D&I projects.

Regarding the work already carried out in the 1st ERNEST Joint Call (JC), we understand that this is a very important first step for our enterprises and R&D organizations to start international collaborations in Sustainable Tourism, in a smarter and easier way compared to the great competitive calls of FP7.

It also allows our agents to share high technological risks by means of participating in adequate trans-national Consortia, not always easy to overcome alone.

For the Basque Government ERA-NET is also strategic, as this initiatives allow the internationalisation of regional R&D&I funding programmes and to align regional R&D&I strategies and policies with Europe.

Regarding technical issues, the design and implementation of the 1st Joint Call has been successful due to the hard work of the Coordinator and the partners involved in this call.

However, looking at the future of ERNEST, if a second Joint Call is proposed, it is crucial to count with enough critical mass of Governments and Agencies from more countries/regions able to compromise efforts and funds."



Idurre Ostolaza
Competitiveness Technician of BASQUETOUR, Basque Tourism Agency (Basque Government)

"The 1st ERNEST Joint Call (JC) represented a game-changing opportunity to fund interregional cooperation projects in sustainable tourism.

Coordinating the formation of a consortium is quite a challenging task, but also one that teaches many valuable lessons.

My advice for parties interested in a second Joint Call would be: move fast and share a vision!"

