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Call: H2020-SC6-TRANSFORMATIONS-2020 – Type of action: IA (Innovation action)



## **Call for proposals**

### **Innovative circular cultural tourism solutions**

Hackathon and acceleration opportunity

Reference: **Be.CULTOUR-2022- APT Regional Agency for  
Tourism Promotion**

**Be.CULTOUR Pilot Heritage Site:  
Vulture -Alto Bradano area**

Innovation areas:

**Contemporary meanings of Heritage**

**Remote Working Destination**

**Sensorial Heritage Experience**

**Nature As Heritage**

**Proximity Travel**

Deadline for submission of application:

**May 19<sup>th</sup> 2022 at 18:00 (CET)**



## 1. INTRODUCTION

In the frame of the Horizon 2020 funded project 'Beyond Cultural Tourism (Be.CULTOUR)', Haute Ecole ICHEC - ECAM – ISFSC (hereinafter abbreviated as ICHEC) is opening a call for passionate innovators to shaping the future of cultural tourism in six European regions: Basilicata (Italy), Aragon (Spain), Larnaca (Cyprus), Vojvodina (Serbia) and the cross-border area of North-East Romania and Moldova.

19 applications will be selected to participate in Be.CULTOUR Hackathon which will take place in Brussels from 7 to 9 September 2022.

Selected applicants will be given the opportunity to access the Be.CULTOUR Accelerator, a training programme of 4 months in which they will have the possibility to develop their innovative solutions to a close-to-market stage.

Starting from the challenges linked to the targeted deprived, remote or over-exploited areas, the selected participants will develop circular cultural tourism services and/or products that will focus on creating attractive destinations taking into account post COVID-19 pandemic scenarios.

### 1.1. BACKGROUND

#### a) ABOUT Horizon 2020 Be.CULTOUR PROJECT

Be.CULTOUR stands for '**Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy**'. The overarching goal of Be.CULTOUR is to foster sustainable regional development through circular cultural tourism. The project will develop human-centred innovations inspired by cultural heritage, to support the transition of the tourism sector towards a circular economy.

<b>Title of the project</b>	Beyond Cultural Tourism
<b>EU programme</b>	Horizon 2020 (Innovation Action)
<b>Duration</b>	36 months, starting from 1 <sup>st</sup> February 2021
<b>Coordinator</b>	CNR-IRISS   Italian National Research Centre - Institute for Research on Innovation and Services for Development
<b>Partners</b>	<ul style="list-style-type: none"> <li>• Consiglio Nazionale delle Ricerche (CNR)-IRISS (IT)</li> <li>• Iniziativa Cube (IT)</li> <li>• Uppsala University (SE)</li> <li>• European Regions Research &amp; Innovation Network (ERRIN) (BE)</li> <li>• ICLEI - Local Governments for Sustainability (DE)</li> <li>• ICHEC – Business management school (BE)</li> <li>• OUNL – Open University of the Netherlands (NL)</li> <li>• APT-BAS - Association for territorial promotion in Basilicata (IT)</li> <li>• PGT - Provincial Government of Teruel (ES)</li> <li>• ANETEL -Larnaca and Famagusta District Development Agency (CY)</li> <li>• LAONA Foundation for the Conservation and Regeneration of the Cypriot Countryside (CY)</li> <li>• VGR - Cultural Development Administration Region Västra Götaland (SE)</li> <li>• SCTM - Standing Conference of Towns and Municipalities National Association of Local Authorities in Serbia (RS)</li> <li>• NERDA - North-East Romania Regional Development Agency (RO)</li> <li>• VEM - NGO Verde e Moldova (MD)</li> </ul>



**Cultural tourism entails opportunities but also risks.** If not managed properly, it can easily generate negative environmental, social and cultural impacts on local communities and ecosystems. Moreover, the **level of development of cultural tourism** between certain regions and sites, including those between the neighbouring countries in Europe, remains still **unbalanced**. Deprived remote, peripheral or deindustrialised areas lag behind, whereas high demand areas are over-exploited in an unsustainable manner.

**Moreover, the outbreak of the COVID-19 pandemic has brought global, urban, and regional development and cultural tourism to a standstill, hitting all territories without distinctions** and seriously jeopardising thousands of European cultural and tourism professionals' livelihoods. Despite the challenges, the tourism and culture sectors today face a unique opportunity to **develop innovations towards more circular and resilient future**. They are bound to **reinvent and diversify their offer**, attract new audiences in different ways, and develop new skills to support this radical transition. **Capitalising on digitalisation, supporting circular tourism and promoting less exploited areas are now key to build a stronger, more sustainable and resilient tourism sector.**

In February 2021, **the Horizon 2020 funded project “Beyond Cultural Tourism – Be.CULTOUR” was launched with precisely this ambition.** Selected with the maximum score amongst 86 proposals. Be.CULTOUR has **4 million Euros and 3 years** to help regions develop human-centred and circular models for their cultural tourism sector. Led by the CNR IRISS, Institute for Research on Innovation and Services for Development in Italy, the consortium comprises 15 partners including research institutes, local and regional authorities, as well as European umbrella organisations.

**Six EU and non-EU territories have accepted the challenge:** the regions of **Basilicata** (Italy), **Aragon** (Spain), **Larnaca** (Cyprus), **Västra Götaland** (Sweden), **Vojvodina** (Serbia) as well as the cross-border area of **North-East Romania and Moldova** will be equipped with tools, knowledge and contacts to **accelerate the development of innovative solutions in different thematic areas** (Rural Co-living, Sensorial Heritage Experience, Contemporary Meanings of Heritage, Spiritual Travel experience, Nature As Heritage, Industrial Heritage Experience, Transformative travel, Remote Working Destination, Proximity Travel, Post-cultural tourism) and test them with a wide and diversified partnership of stakeholders in each site.

By adopting a human-centred quadruple/quintuple helix approach to co-design, Be.CULTOUR will result in 6 community-led Action Plans, **19 human-centred innovative solutions** and at least **6 close-to-market prototypes** of new cultural tourism integrated services and products: these will directly contribute to **inclusive economic growth, communities' wellbeing and resilience, and nature regeneration** in pilot sites, **stimulating effective cooperation** at cross-border, regional and local level.

**19 teams** will be selected and awarded to join the **Be.CULTOUR Community of innovators** and **will have access to a training programme 100% funded by Horizon 2020** and dedicated to passionate innovators in charge of shaping the cultural tourism sector of the future!

More information on the project is available at: <https://www.becultour.eu/>



### a) ABOUT THE REGION OF BASILICATA

The region of Basilicata is one of the 20 administrative regions of Italy. It covers a territory of approximately 10,000 km<sup>2</sup> and hosts a population of approximately 550,000 inhabitants, living in 131 municipalities. Compared to other Italian regions, it is a medium-sized region.

The territory is **geographically** very diverse. It is dominated by mountains (47%), steep valleys and four medium-sized rivers. The region also covers one coastline in the south and one in the west. Partly due to this geographical diversity, the territory is characterized by low density population and sparsely populated villages. Overall, existing localities form a **polycentric system** with two main attraction centres. In the central north part of the region, we find its capital: Potenza (66,000 inhabitants) and in the east, the city of Matera (60,000 inhabitants). Only nine cities are between 10,000 and 18,000 inhabitants, while more than 100 small towns and villages with populations of less than 5,000 inhabitants are located on top of hills and cliffs. Beyond the regional limits, there are two other important attraction poles: the city of Napoli in the north-west (1 million inhabitants) and the city of Bari in the north-east (325,000 inhabitants).

From an **accessibility** perspective, the two main cities of Potenza and Matera are closer to transport hubs, while most of the region can be characterised as “remote”, as **most medium and smaller sized cities and villages have a low level of connection with the main transport hubs** (high speed trains, airports, highways). Airlines servicing this area use the **airports in Napoli** (located in the Campania region) and **Bari** (located in Apulia region). The **car infrastructure is dominated by freeways, regional and local roads**, with just 80 km of highway, connecting mainly the city of Potenza with Napoli. Matera is not accessible by high-speed train or highway. Public transport by bus and train is unfortunately also considered weak and slow. This is partly due to the **small density of the population** which generates a weak demand for transportation, as well as the **challenging terrain conditions**. The region is served mainly by **regional railway lines**, apart from connections on the west coast and through the northwest-southeast axis, connecting the Tyrrhenian line to the city of Potenza and then to the southern coast line. As a result, **mobility is strongly dominated by the use of privately owned cars**.

Basilicata is considered a “Less Developed” region according to the European Commission (2017) and in comparison, to the other regions in Italy, it is one of the less developed ones, from a **social-economic** performance perspective. The **economic sector** is mainly comprised of the automotive industry, with a large hub in the city of Melfi, the furniture industry which includes Italian manufacturing excellences, relevant oil extraction activity, agriculture and tourism.

From a **social perspective**, the region is suffering from a high degree of emigration, brain drain and depopulation. The migration trend is both towards other Italian regions, mainly toward northern Italy, but also towards other European regions. These interlinked trends represent by far the biggest and most complex challenge for the region.

During the **COVID-19 pandemic**, a noteworthy number of people working abroad or in northern Italy decided to return to live in Basilicata, exploiting the new opportunities offered by remote working (smart working). The social innovation movement of “South Working” promotes today the return of “brains” to Basilicata, repopulating cities and villages and bringing advanced skills and expertise back to the region.

The region is considered **very diverse and rich in terms of natural, historical, cultural and human resources**. Nevertheless, these are also considered largely unknown or poorly known. The cultural touristic sector at regional level is not yet well established, while Matera2019 triggered the regeneration of local culture and cultural heritage as driver for regional sustainable development, including also the increase of tourism flows in the region, especially in the area of Matera city.



In general, the tourism sector in Basilicata is expressing interest in the important efforts made towards **innovation**. This is partially related to the experience of Matera European Capital of Culture 2019, regional policies (e.g. regional Smart Specialization Strategy), and other public and private investments. For example, Matera was one of the five cities in Italy in which 5G technologies have been implemented during recent years, and interesting experiments have been introduced in the creative and cultural sector. Matera hosts the first national “House for the Emerging Technologies,” a flagship project of the Ministry of the Economy aimed at promoting 5G, IoT, blockchain and AI. At the regional level, the private-sector experience of “Destinazione Basilicata”, developed by the Italian innovative startup FacilityLive, is worth highlighting: It enables 100 Small-Medium sized Enterprises (SMEs) of the tourism sector to promote and sell their goods and services on an innovative web platform ([www.lucanya.com](http://www.lucanya.com)). In **Venosa**, an augmented reality and gaming app has been developed in order to enhance the experience of visitors to the archeological site. Gaming is now being used in a new strategy by APT Basilicata for promoting tourism towards a broad new national and international audience. A relevant experience has been realized within the blockbuster gaming platform of Minecraft, with a map called “Metapontum” and a challenging adventure across the historical and environmental beauties of the Southern coast of the region.

#### a) ABOUT THE VULTURE-ALTO BRADANO AREA

One of the areas with the highest potential for further cultural tourism development is considered to be in the “**Vulture-Alto Bradano**”, due to its unique combinations of natural green areas formed on the former volcano, with rich and certified agri-food production, as well as historical elements that date back to pre-history, the Romans and wealthy medieval times with the presence of the court of the Emperor Frederick II. In old times, this area was an important intersection of roads and river navigation routes, being a true crossroad between the central and Tyrrhenian part of Italy (i.e. the big cities of Rome and Naples), the Ionian area (with Greek settlements), and the Adriatic area (with harbours from where ships were sailing mainly to the eastern civilisations). The most famous Roman roads crossing the region are the Appia Road and Herculea Road. Based on its peculiar characteristics and high potential for circular and sustainable cultural tourism development, the Vulture-Alto Bradano area, in which the two cities of **Venosa** and **Melfi** are located, is identified as the specific **pilot heritage site** in the Be.CULTOUR project. Be.CULTOUR will enhance two unique itineraries:

- i) the *Roman Ancient Appian Road “Regina Viarum”*, a project promoted by MIBACT (Italian Ministry for Culture and Tourism) and aimed at connecting and enhancing the consular road built from 312 BC onwards; and
- ii) the *“Herculea Roman road”*, a route that connects Vulture to Val D’Agri area, through castles, parks and historical monuments, through cities with important artistic and historic heritage, combining traces preserved in the castles of Federico II of Svevia, in museums, up to the archaeological site of the Roman Grumentum.

The city of Venosa itself, is plunged in vineyards and hiking trails at the crossroad of the “Queen of Roads” and the Herculea Roman road. The area of the Mount Vulture and the city of Venosa has been selected as the pilot area, particularly suited for the development of a cultural touristic offer that embraces localization at the crossing point of natural, historic and artistic itineraries: the Roman Ancient Appian Way - Regina Viarum, and the Herculea Roman Road. The Appian Road, listed as UNESCO world heritage, was Rome’s first road and Europe’s first ‘highway’. It was 350 miles long and linked Rome with strategic ports in Southern Italy, where ships would sail to Greece and the East. Each place is linked to poetry, music and science recalling the figures of the Latin poet Horace, the madrigalist Gesualdo da Venosa, the jurist of the Emperor Federico II, Pier delle Vigne, who promulgated the first “modern” Constitutions in Melfi, or the philosopher and mathematician Pythagoras, who lived in the Greek colony of Metapontum, on the mouth of the Bradano river, not far from the southern stretch of the Appia road in Basilicata.





The Archaeological Park of Venosa (included as a pilot heritage site) has adopted INVENTUM, a 3D augmented reality application that allows visitors to discover the characters and historical character of the place.

#### **b) CHALLENGES:**

The most important challenges concerning the Vulture-Alto Bradano pilot area for which we want to propose innovative solutions through the Be.Cultour project are to:

- **Contribute** to the **circular and sustainable development of rural areas**, in line with the global objectives related to the twin transition
- **Increase the employment level of young people and women** in the tourism and culture sectors
- **Differentiate** the cultural tourism offer by proposing innovative experiences, attracting different targets of visitors (both Italian and foreign), **proposing new solutions to enhance natural landscapes and cultural sites**;
- **Deseasonalise and increase** the cultural and tourist offer with special attention to **new emerging target groups** (e.g. remote workers, digital nomads, proximity travellers, etc.);
- **Improve and innovate** the cultural tourism offer in support of local tourism, **building up loyalty programmes**

We want to accelerate virtuous processes that push the actors of cultural tourism sector in Basilicata (public and private) to have a circular and sustainable approach, which will allow the region to reuse and valorise cultural heritage sites, reduce the excessive consumption of resources, to face the seasonality of tourism and to decrease the pressure and the risks for culture and local identity, addressing the abandonment and depopulation of rural areas and the limited accessibility of remote areas.

#### **c) Key stakeholders**

The Regional government, hospitality and tour operator consortiums, all the Municipality & Villages in the area, the Vulture Park, the Basilicata Creativa Cluster, networks of companies in the area (tourist enterprises, agri-food, crafts, performing arts, heritage, etc.), Basilicata Chamber of Commerce, the University of Basilicata, the startups born from University spin-offs and regional incubators, banks operating in the area, and other interested subjects at local, national and European level.

### **1.2. OBJECTIVES OF THIS CALL FOR PROPOSALS**

The **Objective** of the Call for Proposals is to select and award the best **three innovative solutions** in addressing the challenges and cultural areas of interest mentioned in section 1.1. This call aims at the creation of **innovative circular cultural tourism services and/or products** in the **Vulture -Alto Bradano area**.

The **innovative solution should encompass the three main concepts of H2020 Be.CULTOUR framework and definition of circular cultural tourism**, namely:

- Contemporary meanings of heritage
- Remote working destination
- Sensorial heritage experience
- Nature as heritage
- Proximity travel

The **innovative solution should encompass the three main concepts of H2020 Be.CULTOUR framework and definition of circular cultural tourism**, namely:

- **Circular economy in cultural tourism**
- **Human-centred design & development**
- **Cultural tourism as driver of Europeanisation**



Moreover, **digitalisation and smart data management** features will be considered a plus. Please find in ANNEX 1 of Be.CULTOUR Call for proposals - Terms and Conditions, the definitions provided for each innovation area considered in this Call together with the three main concepts of Horizon 2020 Be.CULTOUR framework and definition of **circular cultural tourism**.

A **Be.CULTOUR** glossary is available here: <https://www.becultour.eu/glossary/>

## 2. RULES FOR THIS CALL FOR PROPOSALS

The following guidelines set out the rules for the submission, selection and implementation of the solutions in the **Vulture -Alto Bradano area**.

### 2.1. ORGANIZER

The organiser is as mentioned in this call ICHEC.

### 2.2. ELIGIBILITY CRITERIA

There are two sets of eligibility criteria, relating to:

- (1) composition of the team (see §2.2.1)
- (2) minimum innovative solution(s) requirements (see §2.2.2)

#### 2.2.1. Composition of the team

-This Call for Proposals is open to individuals, companies, associations, foundations, institutions, and other entities (either individually or in association), which have a direct or indirect interest in intervening and/or contributing to the development of circular cultural tourism in the **Vulture -Alto Bradano area**.

-Whether individual or in association, each application should be submitted by a team made of **4 people**<sup>1</sup>.

-**At least one team member** should be able to **speak and write in English**.

-**Preferably, at least one team member** should represent an enterprise, with legal entity (i.e. have a VAT number or equivalent status and have the status of Enterprise according to the Italian laws).

- In order to keep the bottom-up participatory nature which started during **Be.CULTOUR** Local Workshops, the group should be preferably composed of **min. 1 local person from the Region of Basilicata**.

-Participants should be preferably resident (in case of individuals) or legally registered (in case of organisations) in Italy.

-**Gender equality** in the group composition is a plus.

-Eligible applicants should fill in the **application form** at EU Survey (<https://becultour.eu/hackathon/form>) which includes:

Team composition and a concept note describing the innovative solution. Applicants should also attach the consent form and expression of commitment (See ANNEX 2) of each teammate, which are vital for the smooth running of Be.CULTOUR Hackathon and acceleration programme. The attachment can be uploaded directly with the application form. Please download and read carefully the privacy policy.

#### 2.2.2. Innovative solutions

##### Definition

An **innovative circular cultural tourism solution** is composed of a set of product(s) and/or service(s) aimed at creating a unique **experience/tourist service**.

##### Level of maturity

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<sup>1</sup> The flight and accommodation will be covered for 4 teammates according to the conditions specified in this Call.



The proposed solution is expected to be at an **idea/concept level**.

#### Innovation areas

The innovation areas addressed by this call are **contemporary meanings of heritage, remote working destination, sensorial heritage experience, nature as heritage, proximity travel**. The innovative solution must be fully aligned with the definition of **circular cultural tourism** provided in section 1.1. Therefore, it should encompass **Circular economy in cultural tourism, Human-centred design & development and Cultural tourism as driver of Europeanisation**. Moreover, **digitalisation and smart data management** features will be considered a plus.

#### Location

The applicants **must select Vulture-Alto Bradano area** as their main area for the development of the innovative solution.

### **3 LOCAL PARTICIPATORY WORKSHOPS**

Seen that the **innovative circular cultural tourism solutions** will be linked with **Be.CULTOUR** local Action Plans for circular cultural tourism co-designed by the local community in each **Be.CULTOUR Pilot Heritage Site**, the applicants are welcome to participate in the second local workshop which will take place in mid-April in Melfi. During this workshop, the applicants will have the opportunity to meet the local community, discuss and understand the local challenges. To register, please email: [direzione@aptbasilicata.it](mailto:direzione@aptbasilicata.it)

### **4. SELECTION PROCESS**

The selection process will be conducted in two steps, the “Pitch session” and the “Hackathon”, as described below.

#### **4.1. STEP 1 - PITCH SESSION**

The best innovative solutions will be selected, and the teammates will be invited to pitch their innovative solution during a pitch event to be held between 23-31 May 2022. Place and time will be communicated by email.

#### **4.2. STEP 2 - HACKATHON**

##### What is a Hackathon

A hackathon is a **design sprint** event **that brings together professionals from different walks of life**. It spans from multiple hours to a few days during which **multidisciplinary teams brainstorm and solve a challenge, create a product prototype or conduct a case study**. Hackathons provide a unique opportunity for teams to **collaborate intensively on the development of their ideas into desirable, feasible and viable projects** and it is known to be the shortest route to **innovation**.

##### Who will participate Be.CULTOUR Hackathon?

The three best selected **innovative circular tourism solutions** submitted to this open call will be invited to a **3-day hackathon in Brussels**. The applicants of the solution should commit to travel to Brussels, participate actively in the 3-day **Be.CULTOUR Hackathon** and **Be.CULTOUR acceleration period**.

**Be.CULTOUR Hackathon** will take place **from 7 to 9 September 2022**, from: **09:00-18:00** at **ICHEC Brussels Management School**: Boulevard Brand Whitlock 6, 1150 Woluwe-Saint-Pierre, Belgium. It is planned to take place in person in **English**. However, given the current uncertainties regarding the course of the pandemic, ICHEC have an operational Plan B which provides for a fully virtual hackathon. In the event of force majeure, our seasoned practitioners in distance learning processes and workshops will make sure to provide a vibrant and engaging digital experience.

Number of innovative solutions to be selected from this Be.CULTOUR Pilot Heritage Site: 3

Number of solutions participating in Be.CULTOUR Hackathon: 19

Number of participants per innovative circular cultural tourism solution: 4 people





Total number of participants: 100 participants

Outcome: a Minimum Viable Prototype<sup>2</sup>

What are we going to do during Be.CULTOUR Hackathon?

**Be.CULTOUR Hackathon** is structured in **three intensive days** from **09:00 to 18:00**. During these 3 days, participating teams will go through the following stages :

**Understanding my heritage site and circular cultural tourism**

Identify my ecosystem, analyze the environmental and social impacts throughout the value chain, understand the scientific and technical aspects with a focus on energy, material flows, & understand the social issues.

**Building desirable, feasible, viable and resilient circular cultural tourism solutions**

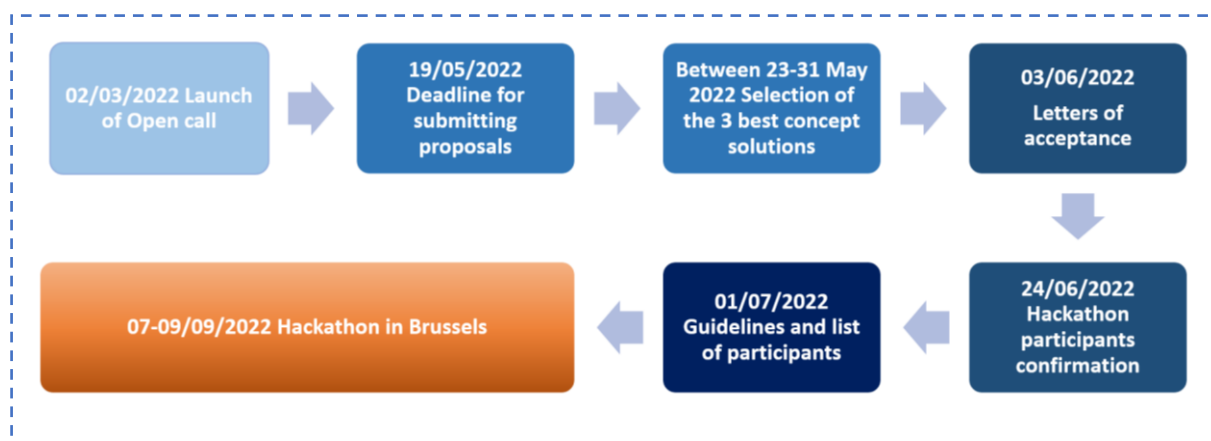
Operate in Design Thinking, Lean Startup, Agile mode, discover and apply the suitable Sustainable Business Model, test the designed solution, its technical feasibility, monetization and impact measurement.

**Deploying the solution**

Think about organizational design and governance needed to run the solution and set up a first roadmap describing next levels.

These sessions are designed as highly participatory processes that allows to move from **idea generation to first solution prototyping**. Business Model canvases adapted to cultural heritage sustainable tourism and circular economy approaches (i.e. inspired from the Flourishing Business Canvas; Strongly Sustainable Business Model; Inclusive Business Model) will help participants to consider the 4 main pillars of a business model: desirability / feasibility / viability/ impact.

During each of the above-mentioned days, a time for reflection is planned and coaching is provided by ICHEC Brussels Management school.



**Be.CULTOUR Hackathon timeline**

<sup>2</sup> For the scope of this Open Call, a Minimum Viable Prototype is a first non-marketable version of the product / service including its business model and a riskiest assumptions testing plan the team needs to dig deep into and solve in order to develop a viable go-to-market product. This MVP will drive the product/service roadmap for what the team should pilot first and what needs to be built year over year to achieve the vision.



### Why participate in Be.CULTOUR Hackathon?

During **Be.CULTOUR Hackathon**, you will have the possibility to interact and work with **100 innovators** from: **Be.CULTOUR Pilot Heritage Sites<sup>3</sup>**; **Be.CULTOUR Mirror Innovation Ecosystems<sup>4</sup>**; and **experts from European countries**.

During the Hackathon the **most innovative circular cultural tourism solution** will be voted by a people's jury.

## **5. AWARD**

The best solutions selected for each Pilot Heritage Site will enter the **Be.CULTOUR Acceleration programme** offered by ICHEC. The acceleration period will have a duration of 4 months and will be carried out on-line (except for the last meeting which will take place in person in the Pilot Heritage Site).

The **acceleration period** aims at making **innovative circular cultural tourism solutions** become concrete business solutions.

### What is an acceleration period?

An acceleration period is a fixed term education, training or mentorship program accessible through a competitive application process aimed at speeding up the growth of new businesses.

### What are we going to do during Be.CULTOUR acceleration period?

The **three Lucanian teams** who completed successfully **Be.CULTOUR Hackathon** will have a free access to a **four-months acceleration period**. A **mentoring program** run by **ICHEC Brussels Management school** which encompasses **four key periods** divided into **tasks of 4 weeks**.

Each **key period** starts with a **meeting** aiming at igniting the items to be covered during the period. The following paragraph describes the different **key periods** and what is expected from teams during **each key period** as follows:

#### **Period I (25 October - 14 November 2022): Project structuring**

- A core team is identified in every **Be.CULTOUR Pilot Heritage Site**
- Solution features are fine tuned
- Solution roadmap based on a set of value streams is set up
- The first iteration is planned and executed

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<sup>3</sup> **Be.CULTOUR Pilot Heritage Sites:** Vulture-Alto Bradano in Basilicata region (Italy), the Cultural Park of the Rio Martin in Aragon region (Spain), Larnaca rural cultural landscape (Cyprus), Forsvik and Rydal industrial heritage sites in Västra Götaland region (Sweden), Bac, Irig and Sremski Karlovci historic cities in Vojvodina region (Serbia), and along the Cultural Route of Stephan the Great and Saint at the cross-border of North-East Romania and Moldova.

<sup>4</sup> **Be.CULTOUR Mirror Innovation Ecosystems:** Nicosia Tourism Board (Cyprus), Sviluppumbria (Italy), Regione del Veneto (Italy), Savonlinna Development Services Ltd. (Finland), Municipality of Leeuwarden (The Netherlands), North-West Regional Development Agency (NWRDA) (Romania), Timis County Council (Romania), Region of Thessaly (Greece), Regional development agency Srem (Serbia), Museo Diffuso dei 5 Sensi Sciacca - Cooperativa di Comunità Identità e Bellezza (Italy), Gwynedd County Council (UK), Greater Poland Tourism Organization (Poland), University of Algarve (Portugal), Kuldīga District Municipality (Latvia), Stadsregio Parkstad Limburg (The Netherlands), Saltaire Inspired (UK).



**Period II (15 November - 12 December 2022): Assumption Testing**

- Riskiest Assumptions are listed and prioritized
- Testing of the most critical assumptions is performed
- The solution is updated according to lessons learned from the different tests

**Period III (13 December 2022 - 23 January 2023): Pretotyping**

- Prototypes are designed (eg : landing page, storyboard)
- Prototypes are tested toward specific target customers / users
- Results are analyzed and the solution is adapted accordingly

**Period IV (24 January - 14 February 2023): Viability and Pitching**

- Financial numbers are fine tuned
- Pitches are created and challenged through dry runs
- Important stakeholders are identified
- The project is pitched to these stakeholders in order to get a first idea about their level of readiness re an engagement in the project (eg: bringing people, money and/or any other asset)

**Meeting dates:**

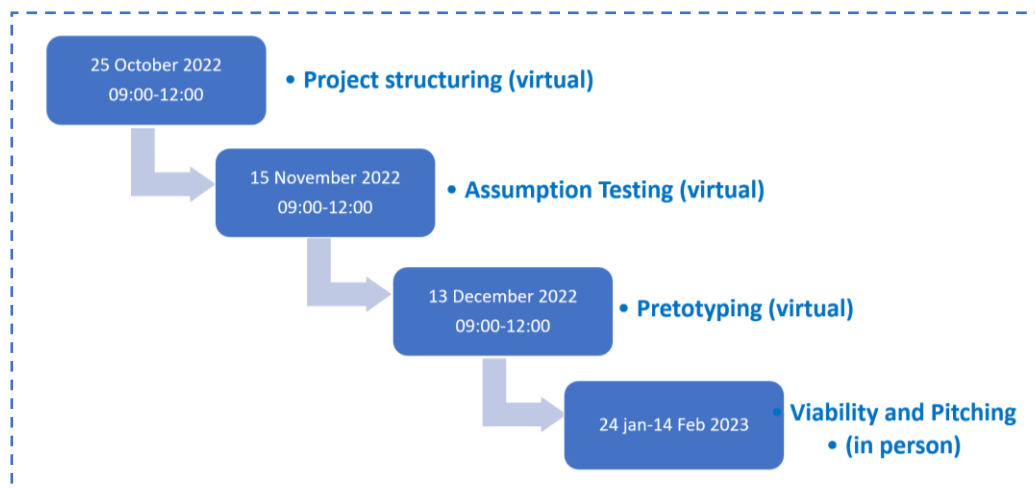
**Period I: Tuesday 25 October 2022 09:00-12:00 (VIRTUAL MEETING)**

**Period II: Tuesday 15 November 2022 09:00-12:00 (VIRTUAL MEETING)**

**Period III: Tuesday 13 December 2022 09:00-12:00 (VIRTUAL MEETING)**

**Period IV: Between 24 January and 14 February 2023 (face to face meeting in Basilicata Region)** The exact pitch date and place will be communicated in a later stage.

During the **Be.CULTOUR acceleration period** (25 October 2022-14 February 2023), each team has **2 wild cards of 30-minutes**. This means that they can contact ICHEC's team and schedule a 30-minutes meeting to address burning questions, drawbacks, concerns, or any other matter.



**Be.CULTOUR acceleration timeline**



## 6. WHERE AND HOW TO SEND APPLICATIONS

### Application form

The application form includes: Team composition; and a concept note describing the innovative solution. Applicants should also attach the consent form and expression of commitment (See ANNEX 2 Be.CULTOUR Call for proposals – Terms and Conditions) of each teammate, which are vital for the smooth running of Be.CULTOUR Hackathon and acceleration programme. The attachment can be uploaded directly with the application form. To apply at EU Survey: <https://becultour.eu/hackathon/form>

### Deadline for submission

The deadline for submission of the application is 19 May 2022 at 18:00 (CET)  
Any application submitted after the deadline will be rejected.

## 7. EVALUATION AND SELECTION OF APPLICATIONS

Applications submitted to this open call will be examined and evaluated by an evaluation committee. The best applications from each Be.CULTOUR Pilot Heritage Site will be invited to pitch their solution to a local jury (see §4.1 Step 1 – Pitch session) which will take place online/hybrid between 23-31 May 2022. Each group will have the opportunity to present its solution and discuss its feasibility and viability. Three innovative circular cultural tourism solutions will be selected from each Be.CULTOUR Pilot Heritage Site.

### Evaluation criteria

Innovativeness of the proposed solution 60

- Relevance to circular cultural tourism framework 30

(Circular economy aspects; Human-centred, fair and responsible tourism aspects; Cultural Europeanisation aspects)

- Relevance to the selected heritage site 20

(Contribution to the valorisation, reuse and regeneration of the target heritage site)

- Relevance to the innovation area(s) 10

(Coherence with the topics expressed in the target innovation areas, including cross-cutting areas such as digitalisation)

Expected impacts 30

(Social impact and social innovation, including benefit for local communities, engagement and/or wellbeing of cultural minorities and vulnerable social groups; Environmental impacts such as reduction of pollution, materials extraction; enhancement of biodiversity, energy, water, renewables & recycled materials use, etc.; Economic impacts in the region/site such as jobs generation potential, enhancement of local economy, increase in tourists' arrivals, etc.)

Group composition 10

(Internal skills and competences required for the implementation of the innovative solution proposed, motivation and commitment)

Should the examination of the application reveal that a submitted solution does not meet the eligibility criteria stated in Sections §2.2.1 & §2.2.2., the application will be rejected on this sole basis.



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## **8. FURTHER DEVELOPMENT OF THE INNOVATIVE SOLUTIONS**

The best solutions/teams awarded will have the possibility to apply for further support from Be.CULTOUR project for an amount up to 96,000 € in total for all Pilot Heritage Sites to develop their Minimum Viable Product and test it in real context. The terms of reference for the applications will be specified after the Hackathon according to principles of transparency, competition and best value for money in compliance with the rules of each country.

## **9. ACCEPTANCE OF TERMS AND CONDITIONS**

For the detailed description of the terms and conditions of this call please read carefully articles 9-16 of the Be.CULTOUR Call for proposals – terms and conditions.