Be.CULTOUR
Beyond cultural tourism

Call for proposals

Innovative circular cultural tourism solutions
Hackathon and acceleration opportunity

Reference: Be.CULTOUR -2022- Teruel province, Aragon region

Be.CULTOUR Pilot Heritage Site:
The cultural park of Rio Martin

Innovation areas:
Rural co-living
Spiritual travel
Transformative travel
Nature as heritage experience

Deadline for submission of application:
May 19th 2022 at 18:00 (CET)

ICHEC
BRUSSELS MANAGEMENT SCHOOL

Diputación de Teruel

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.

Title of the project	Beyond Cultural Tourism
EU programme	Horizon 2020 (Innovation Action)
Duration	36 months, starting from 1st February 2021
Coordinator	CNR-IRISS | Italian National Research Centre - Institute for Research on Innovation and Services for Development
Partners	• Consiglio Nazionale delle Ricerche (CNR)-IRISS (IT) • Iniziativa Cube (IT) • Uppsala University (SE) • European Regions Research & Innovation Network (ERRIN) (BE) • ICLEI - Local Governments for Sustainability (DE) • ICHEC – Business management school (BE) • OUNL – Open University of the Netherlands (NL) • APT-BAS - Association for territorial promotion in Basilicata (IT) • PGT - Provincial Government of Teruel (ES) • ANETEL -Larnaca and Famagusta District Development Agency (CY) • LAONA Foundation for the Conservation and Regeneration of the Cypriot Countryside (CY) • VGR - Cultural Development Administration Region Västra Götaland (SE) • SCTM - Standing Conference of Towns and Municipalities National Association of Local Authorities in Serbia (RS) • NERDA - North-East Romania Regional Development Agency (RO) • VEM - NGO Verde e Moldova (MD)

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/

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a) ABOUT THE CULTURAL PARK OF THE RÍO MARTÍN, PROVINCE OF TERUEL IN ARAGON

In Aragon, the Action Plans with the circular economy-based solutions will be applied to the "Cultural Park of Río Martín (Martin river)". A "cultural park" is a legal form appointed by the Aragon Government to a single territory for managing and protecting the heritage. The cultural parks combine natural attractions with some excellent examples of cultural heritage.

Teruel province has four of the current seven cultural parks in the Aragon Region: "Albarracín", "Río Martín" (Martin river), "Maestrazgo'' and "Chopo Cabecero del Alto Alfambra" (poplar pollard). The first three parks belong to UNESCO's World Heritage Rock Art of the Mediterranean Basin on the Iberian Peninsula (1998), the largest group of rock-art sites anywhere in Europe. Cultural heritage in Aragon is a key component of the "Wellbeing and Quality of Life'' strategic priority in the Aragon S3 adopted in 2015. An important part of this heritage dates back to the Jurassic period and is concentrated in Teruel Province. However, this province is facing major demographic and territorial challenges endangering the preservation of its rich cultural heritage. Furthermore, Teruel is also one of the territories involved in the coal mining transition. In this context, tourism and hospitality sectors are crucial for the socio-economic development of the Province.

b) CHALLENGES:

At present, the tourism sector already accounts for 54% of GDP in the province. Nevertheless, its importance at regional level is small in comparison to destinations such as the Pyrennes or Saragossa. The implementation of new business models linked to the circular economy will contribute to increasing tourism demand and diversifying the tourism activity in a more balanced and sustainable way. Limited resources are available to protect/preserve the rich natural and cultural heritage in the province of Teruel. The province is largely rural and with low population density. Although Teruel is the most advanced province in circular economy models at the institutional level, its influence has not yet sufficiently reached companies and local strategies. The current tourism policy focuses more on short time returns and marketing, rather than involvement of the local population. Furthermore, an open and collaborative innovation methodology has not yet been sufficiently rooted at the political level to establish innovative action plans.

As the project partner and as "municipality of the municipalities'', the Provincial Government of Teruel (PGT) has the competency and skills to promote a deeper dialogue between public and private entities and the local communities, as well as to co-create solutions that involve all of them in their implementation and thus, increasing their sustainability potential over time.

PGT can also count on the collaboration of key stakeholders to collect data as well as linking these solutions to shared strategies that ensure a critical mass to be more effective and moving forward in a coordinated manner. For instance, in collaboration with the CEEI-Teruel and the CIBR, PGT will connect SMEs and start-ups currently developing circular economy solutions for the Cultural Park needs. PGT will test co-creation activities, such as communicating rural life and places as sources of inspiration for contemporary arts and culture and vice versa, to prove their effectiveness in sparsely populated and mountainous areas. The pilot implementation also allows for exploring other activities and solutions for raising awareness about sustainable and environmental practices in the Cultural Park involved, enhancing sustainable behaviours of tourists and residents.

c) Key stakeholders

Regional government, public innovation centre in rural bioeconomy, CEOE business association, CPIFP professional education centre, CEEI Business Innovation Centre, Chamber of commerce of Teruel, associations of the area, Cultural park, counties government of the area, local action group (LEADER).

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 **cultural park of the Río Martín, Province of Teruel in Aragon**.

The innovative solution should address the following **innovation areas:**
-Rural co-living
-Spiritual travel
- Transformative travel
-Nature as heritage experience

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 **cultural park of the Río Martín, Province of Teruel in Aragon**.

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 **cultural park of the Río Martín, Province of Teruel in Aragon**.
-Whether individual or in association, each application should be submitted by a team made of **4 people[1]**.
-At least one team member should be able to **speak and write in English**.
-If the entire group is composed by individuals, preferably at least one team member should be a representative of a legal entity (i.e. have a VAT number or equivalent status).
- 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 Aragon.**

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[1] The flight and accommodation will be covered for 4 teammates according to the conditions specified in this Call.

-Participants should be preferably resident (in case of individuals) or legally registered (in case of organisations) in Spain.
-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
The proposed solution is expected to be at **an idea/concept level**.
Innovation areas
The innovation areas addressed by this call are **rural co-living, spiritual travel, transformative travel or nature as heritage experience**. 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 the cultural park of the Río Martín** 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 on the 3rd and 4th March 2022 at Montalbán. During this workshop, the applicants will have the opportunity to meet the local community, discuss and understand the local challenges. To register:

https://docs.google.com/forms/d/e/1FAIpQLSfUvqdLEt04CbxF41H5YZyWKdHN_y-3gUs7FuhICKa0Fgb2Ug/viewform?usp=sf_link

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.

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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 **selected innovative circular cultural tourism solutions** submitted to this open call from each **Be.CULTOUR Pilot Heritage Site** will be invited to a **3-day hackathon in Brussels**. The selected applicants are expected to commit to travel to Brussels and participate actively in the 3-day Be.CULTOUR Hackathon which will give them later on access to the Be.CULTOUR acceleration programme and the opportunity to develop and test their innovative solutions.

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 has an operational Plan B which provides for a fully virtual hackathon. In the event of force majeure, ICHEC's 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 Prototype2

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.

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[2] 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.

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.
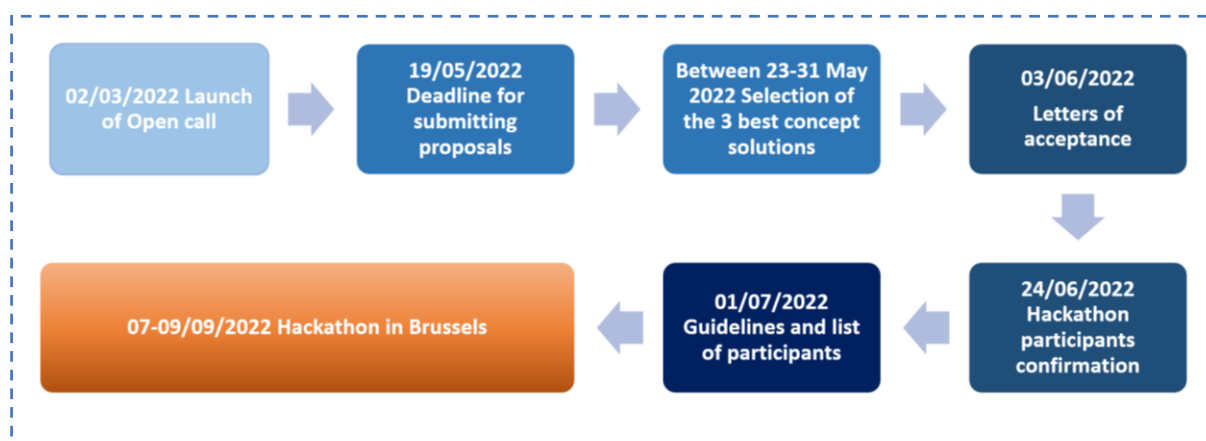
Be.CULTOUR Hackathon timeline

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[3]**; **Be.CULTOUR Mirror Innovation Ecosystems[4]; and experts from European countries.**

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

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[3] **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.

[4] **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), Kuldiga District Municipality (Latvia), Stadsregio Parkstad Limburg (The Netherlands), Saltaire Inspired (UK).

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 Spanish 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

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
- Pretotypes are designed (eg : landing page, storyboard)
- Pretotypes 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 the Province of Teruel)
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.
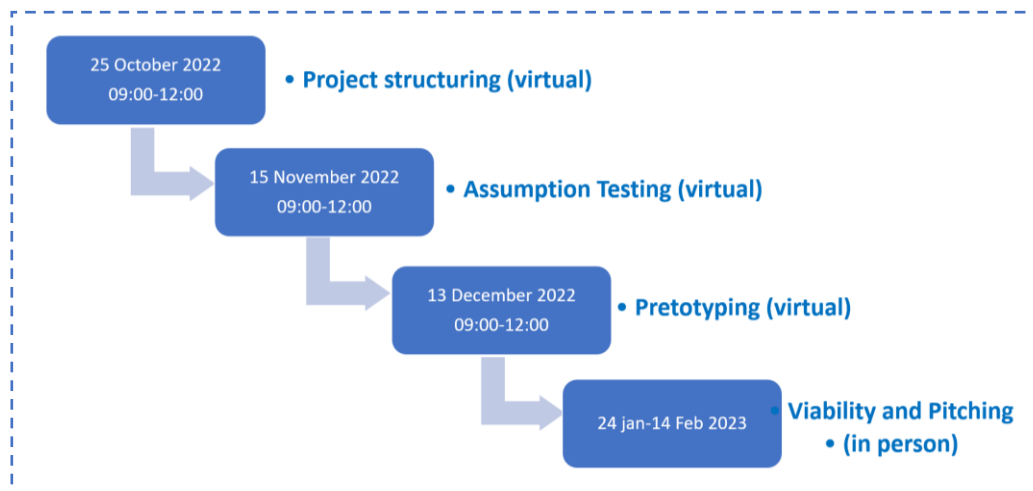
Be.CULTOUR acceleration timeline

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.

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.

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