

About

Smarter Amazon of Europe(AoE) project

E Key project facts

Duration: 30 months (1. 1. 2022 – 30. 06. 2024)

7 countries (AoE area: SI, HR, HU, RS; pilot actions: ME, BG,

RO)

9 partners (IT, business support and tourism experts)

Total budget: 1.27 mio EUR

(390.000 EUR of financial support to tourism SMEs)

Project aim

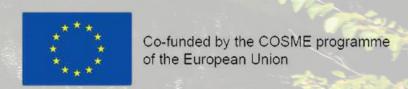


Addressing specific needs of tourism SMEs (Small and Mid-size Enterprises) located in rural areas in the field of digitalization.

Project objective

Establishing an international ecosystem of tourism SMEs in the Amazon of **Europe and other Biosphere Reserves to boost social, digital and ecological** innovation through collaboration, capacity building and digital transformation.





Main project goals regarding tourism SMEs



Co-funded by the COSME programme

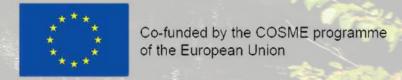
- Support SMEs (tourism service providers) along the AoE Bike Trail: accommodations, attractions, etc.
- Increase their market visibility and marketing skills
- **Enhance their digital skills in their everyday business**
- Raise their awareness in environmental aspects (ecological footprint)
- **Establish an international ecosystem of tourism SMEs**
- Pilot actions Montenegro, Bulgaria, Romania testing transferability of the actions implemented in the Amazon of Europe area

Cooperation opportunities for SMEs

AOE HUB

- an online networking platform
- to promote collaboration and create opportunities for cooperation between tourism service providers in the AoE area
- online platform will be established in December 2022 as part of the AoE destination website





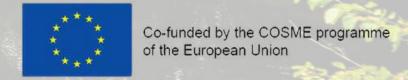


Cooperation opportunities for SMEs

AoE Academy

- joint online trainings for tourism SMEs
- regional workshops for tourism SMEs
- mentoring programme for digital transformation of tourism SMEs
- implementation planned between March December 2023







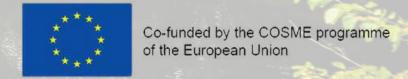
Cooperation opportunities for SMEs

Financial support to tourism SMEs (public call)



- A call for financial support to tourism SMEs will be published on 3rd January 2023 and closed on 3rd March 2023 on the AoE destination website (www.visitaoe.com/call)
- 130 tourism SMEs in all participating 7 countries will be selected to receive financial support in the maximum amount of 3.000,00 EUR
- Each applicant will need to propose a small-scale project for digital transformation of their business (e.g. upgrade of their existing website)





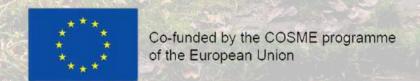
Details on the the public call

Who can apply?

Third-party beneficiaries of financial support are legal entities, small and medium-sized (according to the EU definition) tourism enterprises based in target regions that fall into the following categories of tourism industries (in line with selected Eurostat classes 27):

- 55.10 Hotels and similar accommodation;
- 55.20 Holiday and other short-stay accommodation;
- 55.30 Camping grounds, recreational vehicle parks and trailer parks;
- 79 Travel agency, tour operator reservation service and related activities.





Details on the the public call

Target regions:



Slovenia: Pomurska region;



Croatia: Međimurje County, Osijek-Baranja County, Koprivnica-Križevci

County; Varaždinska županija, Virovitica-Podravina County;



Hungary: Zala County, Somogy County, Baranya County;



Serbia: West Bačka District;



Montenegro: Montenegro;



Romania: Tulcea County;



Bulgaria: Dobrich Province, Silistra Province, Ruse Province.





Details on the the public call

Eligible costs for awarding financial support:



<u>Digitalisation and marketing tools</u> for better performance of tourism SMEs

Costs of expert mentors and specialized training courses for SMEs







Travel and accommodation costs connected to the implementation of the proposed small-scale project



