

futourism©

RIDE THE DIGITAL WAVES



COMPETITION GUIDELINES



Regional Cooperation Council



This project is funded
by the European Union

CONTENTS

Background ... 3

Objective & Outcome ... 3

Eligibility criteria ... 3

Priority areas ... 4

Application documents ... 4

Procedures for application ... 5

Selection and Evaluation of applications ... 5

Background

FUTOURISMO is an activity that aims at helping the WB6 economies (Albania, Bosnia & Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia) with innovative solutions to manage the crises and mitigate negative impact of the COVID-19 in the sector of tourism which is one of the most heavily affected.

The outbreak of the COVID-19 pandemic has severely impacted the tourism industry worldwide in 2020. According to a recent RCC report, the WB6 economies reported a 75% decrease in international visitors in the first half of 2020 compared to 2019, and a return to pre-COVID growth levels is expected to take 3-4 years. Each economy experienced drops exceeding the global average of 65.3%, with Bosnia and Herzegovina and Montenegro reporting year-to-date decreases of over 80%. The second quarter was particularly dire for all WB economies, with both Bosnia and Herzegovina and North Macedonia experiencing 99% year-on-year drops, and Montenegro close behind with 98%.

With a reported decrease of up to 70-80% in international arrivals, the current situation in the region has affected all aspects of tourism, employment in particular (layoffs reported at almost 20% for full-time employees and 40% for part-time and seasonal workers), and the hospitality industry in general, including travel and accommodation services, conferences and events, attractions, restaurants, tour operators, and transportation.

The disruption caused by the COVID-19 outbreak calls for a remedial strategy. Since tourism directly contributes 10.2% to the WB6's overall GDP (OECD and RCC), the region needs support. The strategy should provide efficient cooperation mechanisms between governments, tourism sectors and innovators to introduce sound and sustainable tourism recovery measures in the WB6. This effort seeks to jump-start all related activities during and post COVID-19 by developing health and safety guidelines, solutions and innovations in the hospitality sector, and by further promoting domestic tourism.

Objective & Outcome

FUTOURISMO is a regional competition that invites interested start-ups, entrepreneurs, organisations, etc. to propose and develop innovative technological digital solutions that will have a positive effect in the future of tourism in the WB6 economies. The 6 most impactful and innovative proposals will be awarded 15.000 euros each. The awards will be given to solutions whose top priority is to make our region safe, welcoming and more sustainable for local communities and visitors.

Once implemented, the proposals should make a discernibly positive contribution to creating jobs, maintaining/enhancing operations, promoting and marketing WB6 destinations, and facilitating digital transformation of the tourism sector.

Eligibility criteria

Geographic limitations: The digital solutions are to be developed and implemented within the WB6 economies.

Time limitations: The digital solutions need to be finalised and implemented within a three-month timeframe.

Relevance: The digital solutions must respond to the identified priority areas of the Call (see below).

Applicant limitations: Eligible to participate in the FUTOURISMO competition are digital solutions submitted and implemented by:

*This designation is without prejudice to positions on status, and is in line with UNSCR 1244/1999 and the ICJ Opinion on the Kosovo declaration of independence

- Legal entities formally registered in at least one of the WB6 economies in accordance with the valid legal regulations such as digital companies, non-governmental organizations, education institutions, etc.
- Non-formal groups such as business start-ups, innovator's clubs, academic groups, etc.
- Teams of individuals consisting solely of citizens of the WB6 economies (or persons with permanent residency and work permits in WB6) over 18 years of age. Applications of individuals are not eligible.
- All applicants must have proven experience in projects relevant to the priority areas of the Call (see below)

Applicants will be excluded from participation in the call or from the allocation of awards if, at the time of submission of digital solutions, they are in one of the following situations:

- Involved in any permanent working group actively participating in the "Triple P Tourism in SEE project";
- They hold an active contract with RCC at the time of application;
- They tried to obtain confidential information, exert influence over RCC, jurors or authorised contractual party during proposal evaluation process;
- Personnel of national administrations can be part of an eligible team in an advisory role, but salary costs for said personnel of national administrations will be considered ineligible.

Priority areas

The digital solutions must contain innovative technological ideas with clear explanation of the implementation and sustainability in one of the following areas:

- Digital Marketing & Communication solutions which promote WB6 as a safe tourism destination and are focused on thematic tourism products such as cultural and adventure tourism. Indicatively, such projects could be about: Digital Market Place, One-stop-shops for tourists, Experiential approach to destination presentations, Joint Marketing for national or regional promotion of destinations, Creation of digital on-site presentation tools, Virtual / Augmented reality projects, Novelty in marketing approach to tourism, etc.
- Digital Applications in tourism which will help the sector during or after the COVID19 crisis is over. These will be projects that aim to alleviate problems brought by the pandemic since it is proven that digitalisation leverages digital technologies and data to transform business models and practices, and value ecosystems. Indicatively, such projects could be about: Contactless technology in tourism services for hospitality sector and travellers, Data collection about tourist flows, Tourism registration, Health & Safety Protocols, e-ticketing systems, Digital platforms that support adventure travels by enabling alternative accommodations and rural gastronomy, Digital Identification, etc.

Application documents

All companies and teams of individuals have to submit the below documents:

- A Concept Note (max 3 A4 pages, font 12 Calibri) that should include five (5) parts:
 - Part 1 (Concept and Strategy): Outline of the objectives, concept, approach and ambition of the project. Please indicate whether the project is already ongoing or new.
 - Part 2 (Solution): The methodological and operational approach with an account of the problem and the solution(s) addressing the technical criteria as well as activities to maximise impact, e.g. dissemination and exploitation
 - Part 3 (Implementation): Scheme for implementing the project including a workplan, inputs/outputs (deliverables), quality and resources

Part 4 (Organisation and Management): Outline of the operations including, for example the organisational/management structure, roles/responsibilities, IT needs, etc.

Part 5 (Sample/Demo/Design): Where possible, provide samples, demos or design concepts in a standard digital format, or describe the design of your proposed solution in sufficient detail for the jury to visualise your intention.

- Company profile and brief description (max. 1 page). For a team of individuals, the team leader should submit a profile of the team's composition.
- List of references for relevant activities implemented.
- Copy of company's Registration Certificate for legal entity submissions or corresponding written authorisation / power of attorney for a non-formal group and team of individuals.
- Names and short bios of applicants, outlining relevant knowledge and experience in line with the FUTOURISMO competition goals, including contact details (e-mail, LinkedIn, website).
- Statement of Honor (download from rcc.int/futourismo)

Procedures for application

All application documents have to be submitted by 19 February 2021, 12:00 (CET) via email to: tourism@rcc.int

Please note that the maximum size of incoming e-mail submission is 10 MB. In case the final application documents exceed this number, you have to use the **.zip** data compression file format, compress all documents to a single **.zip** file and send it via WeTransfer.com to the same email: tourism@rcc.int

When applying, identify your submission as responding to this call for proposals by naming the subject line of your message as: RCC Triple P Tourism - FUTOURISMO

Any concepts submitted after the deadline, not prepared in accordance with the Call instructions or being incomplete will be rejected.

An applicant can submit maximum one application under this Call.

Selection and Evaluation of applications

All eligible applications will be judged by a panel of digital technology, communication and tourism professionals as well as members of the Triple-P Tourism Project. The proposed projects that best fit into the FUTOURISMO priority areas will comprise the shortlist of projects which will be presented in the final day. The applicants will be informed in writing of Triple-P Tourism Project's decision concerning their application and, if rejected, the reasons for the negative decision via email on 22 February 2021. Shortlisted applicants will be offered a mentorship assistance service to help them prepare their presentation for the FUTOURISMO event.

The proposals must be original and have not been submitted, published or used before. Candidates that are found to have breached this rule will be replaced by a candidate from the reserve list.

The main evaluation criteria are:

- Novelty & Innovation
- Excellence
- Potential
- Quality of management
- Efficiency of Implementation

The winning applications of the FUTOURISMO competition will be announced at the end of the Awards event on 2 March 2021.