

Creative Accelerators for Sustainable Tourism

Over 100 SMEs across Europe
will be supported by CAST

“Supporting the creation, business development and scaling-up of companies in the tourism sector through incubators and accelerators integrating creativity, art and design skill from the Cultural and Creative Industries with cutting-edge technology, science and other relevant expertise”



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CREATIVE ACCELERATORS
FOR SUSTAINABLE TOURISM



Co-funded by the COSME program of the
European Commission under GA n.806917

18th European Tourism Forum: Digital Transformation
as the Engine of Sustainable Growth for
the EU Tourism Sector

9–10 October 2019, Helsinki, Finland

Tourism is an important driver of economic and social development in Europe. The sector stimulates economic growth by generating income, employment and investment in Europe, and through its exports to origin markets worldwide. It helps to sustain our cultural and natural heritage, provides revenue to fund facilities and infrastructure enjoyed by visitors and residents, and promotes an awareness of a common European identity and citizenship distinguished by its diversity.









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European Incubation Network for Creativity Driven Innovation – Tourism

What is CAST?

CAST is a 3 year collaborative project (July 2018 – June 2021). CAST will develop a network of incubators & accelerators, start-ups & SMEs, and financiers to form a European community committed to promoting knowledge-sharing, the use of technology and collaboration across borders for sustainable tourism, while helping the companies address common challenges. CAST Consortium consist of 9 partners from 8 countries: Ireland, Germany, Belgium, Spain, Cyprus, UK, Italy and Denmark.





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Why is this Project Needed?

- To help **revitalize** tourism attractions and destinations
- To **diversify** transnational tourism experiences provided by SMEs prolonging seasonality of EU destinations and/or enhancing sustainability of tourism offers
- To **boost SME innovation** across transnational tourism value chains
- To support development of **innovative solutions** or management and tools for tourism attractions or destinations through cooperation between tourism and CCI SMEs,
- To help SMEs **explore new ways of engaging visitors**, with the help of CCIs-related companies or professionals
- To **revitalise existing tourism SMEs** products/services and/or create new ones
- To create solid public-private partnerships in the area of tourism and CCIs and ensure the **exchange of knowledge/experience**



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CAST will champion in particular smart, responsible tourism technologies. We believe that the new generation of tourism orientated start-ups and SMEs will principally include sustainability as a part of their entrepreneurial DNA.

We will be guided in our efforts by the principles of the 17 Sustainable Development Goals, as defined by the UN. In addition to supporting the growth of the new generation of tourism orientated start-ups and SMEs, we will aim to develop best practice in this area and encourage replication of the tools and supports developed during the lifetime of the project and beyond.

SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD





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Supporting scaling,
development of new
products & services, access
to finance and new
markets

WP3 Business Support
Models and Delivery

WP5 Innovation and
Proof of Concept

WP1 – Project Management and Coordination

WP2 – Mapping &
Showcasing

WP4 Financing



1 Creative -
Tech Tourism Hackathon



4 Investment
Readiness Workshops



2 Investment Forums



6 Locations Challenges –
New Products, Services
& Business Models



16 SMEs supported in
Prototyping/NPD



Mapping & Showcasing



Investment E-pitches



6 Regional Bootcamps



2 International Events –
Fusion of Creativity & Tourism



Networking & Access
to New Markets



Exploitation of Data Sets
and Data Analytics



36 SMEs receiving
Incubation Support

CAST DIRECTORY OF EUROPEAN TOURISM

Find all our partners and networks across Europe.

🔍 Search company names, locations, tags...

All Organization Types ▾

All Geographic Remits ▾

All Countries ▾



CeFAS – Special Agency Viterbo

CeFAS is the special agency of the Chamber of Commerce of Viterbo and is specialized in training courses and assistant to the enterprises operative in the Province of Viterbo and neighborhood area. It...

VISIT WEBSITE

Chamber of Commerce Italy



Gravity Ventures Incubator

Gravity is a cutting edge, venture building incubator that fosters and propels innovation. Through constant interaction we empower founders to make real impact and shape the entrepreneurial community

VISIT WEBSITE

Accelerator, Development Centre
Cyprus



Are you a supporting organisation?

JOIN NETWORK

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WE USE COOKIES! ACCEPT



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SHOWCASE CONFERENCE ON TOURISM

Tourism SMEs are connecting Europe

BRUSSELS, 19 MARCH 2019

#EUTourism





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Story so far...

16

20

10/37

39

72

80+



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What's Next?

- First investment readiness and investor workshop planned on 23rd October 2019 in Rome, Italy, at the EBN Congress
- First Regional Bootcamp planned in October 2019, Murcia (Spain) and Second Thematic Seminar in Burgos (Spain)



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Information about CAST

Resources
Find all the essentials and read all the best documents to build a creative sustainable tourism company.

CAST A5 Information Flyer
by WestBIC

Mapping of European Financiers Report
by Media Deals