

Developing a Fashion-tech Innovation Network for Europe (DeFINE)

Duration: 36 months (July 2018 – June 2021)

Partner countries: Belgium, Cyprus, France, Germany, Italy, Spain, Sweden and UK

Website: <https://define-network.eu/>

The Fashion-Tech market—currently driven by online retailing companies (including Yoox and Farfetch)—can be considered the 4th largest sector within the technology industry in Europe. However, fashion SMEs—representing an enduring asset for European economy and social systems—are largely based upon traditional business models and mature technologies.

The primary goal of the DeFINE project is to put in place actions to overcome the 3 main barriers to the growth for FashionTech in Europe:

1. Lack of networks and ecosystems encouraging cross-fertilisation and collaboration across fashion and tech sectors
2. Lack of fashion-specific knowledge in tech-driven incubators, and tech-specific knowledge in fashion focused incubators
3. Fashion start-ups and SMEs' lack of understanding to access funding and scaling up

How is the consortium planning to reach its ultimate goal?

- Mapping and connecting existing incubators and accelerators and grow their capacity of mentoring fashion start-ups and SMEs
- Mapping and building a community of investors sensitive to Fashion-Tech businesses
- Engaging promising fashion start-ups and SMEs to take part in the project
- Providing dedicated mentoring to selected businesses in developing innovative Fashion-Tech solutions
- Analysing, experimenting and disseminating best practices of Fashion-Tech fusion into innovative products, services and business models

GENIUS LOCI

Duration: 18 months (April 2016 – September 2017)

Partner countries: Belgium, Hungary, Italy, Malta and Spain

Website: <http://www.europeangeniusloci.eu/>

The Genius Loci project sought to shed light on the heritage of SMEs and traditional craft industries and to revalue and enhance their appreciation by tourists and the public in general.

It did so through the fostering of the touristic market in the following sectors:

- Fermented drinks (beer, wine, cider, etc.), the distilling process and their transformation in spirits
- The heritage of clay-processing industries (bricks, tiles, roof tiles (refractory bricks, pottery, drainage pipes, majolica, etc.)
- Traditional textile crafts (weaving) and the production of traditional European textile fibres (as flax, hemp, etc.)

SMEs Growing in Europe (SGE)

Duration: 24 months (February 2018 – January 2020)

Partner countries: Austria, Greece, Hungary, Italy, Macedonia, Malta, Romania, the Netherlands, Poland and Spain

The SGE Project is coherent with the policy framework defined by the “Small Business Act for Europe”, representing a concrete and tangible measure that effectively contributes to the strengthening of the competitiveness and sustainability of enterprises within the countries participating in the Erasmus for Young Entrepreneurs Programme. SGE fosters entrepreneurial skills and culture and provides expert support to SME creation, growth, internationalisation and access to finance.

It offers, within the contractual period of the programme and beyond, business exchange opportunities for new entrepreneurs to receive individual support and establish an enriching and sustainable business cooperation with an experienced entrepreneur in another participating country, shadowing day-to-day entrepreneurial activities, implementing innovative and strategic projects. The entrepreneurs are accompanied after the exchange in the follow-up activities, to ensure a strong impact on their businesses and the foundations for a long-lasting business relationship among the two entrepreneurs involved in the exchange. The quality of the relationships is ensured throughout all project phases, from recruitment and assessment of applications to matchmaking and weekly monitoring of the exchanges, which are based on a clear work programme, strategic for both entrepreneurs. The project’s main aim is therefore to support New Entrepreneurs (NE) to plan and accomplish a successful cooperation with a Host Entrepreneur (HE) in another participating country.

Film festivals And MOvie tourism across Unesco Sites (FAMOUS)

Duration: 18 months (May 2018 – October 2019)

Partner countries: Cyprus, France, Greece, Italy, Malta and Spain

Website: <http://www.movietravel.eu/>

The FAMOUS project develops a thematic product of Smart Movie Tourism, linking European destinations that have hosted well-renowned movies and film festivals. The product creates a two-fold synergy between Tourism and Cultural and Creative Industries (CCIs), as:

1. The thematic qualification of the product is enabled by a creative industry (audiovisual industry) and exploits the intrinsic cultural value of European film heritage. It recognises these pieces of work as a significant component of European cultural heritage, as they act as a source of information about our society over times, its history, civilisation, as well as the diversity of our cultural identities, people and places.
2. It takes advantage of CCIs-related technology to offer authentic and immersive experiences to UNESCO sites and other tangible and intangible attractions of EU destinations. The product builds a story that unfolds across different platforms and formats, arranging a creative cumulative story experience that starts from a movie and, through Virtual & Augmented Reality and storytelling organised by experienced international travel bloggers, continues with a game play.

For the time of their stay, tourists are therefore encouraged to become players of a unique personal movie shot among the treasures and experiences scattered across European destinations. The product is thought

to offer, by the means of digital and CCI-s based tools (including audio-visual contents themselves), a new exploitation window for the European film heritage, poorly managed as strategic asset for the diversification and innovation of European tourism. It challenges the existing lack of a systematic and well-organised approach to the so-called movie-induced tourism, and to the exploitation of spill-overs that the cinematographic industry might better reveal on the image and competitiveness of European places.

The Heritage of Olive Tree for Sustainable Tourism (H.O.S.T.)

Duration: 18 months (June 2015 – November 2016)

Partner countries: Greece, Italy, Malta and Slovenia

Website: <http://www.olivetrails.eu/h-o-s-t-project/>

The H.O.S.T. Project sought to contribute to the sustainable revitalisation of local economies in the four target areas, all of which share the presence of a Mediterranean landscape characterised by olive tree heritage. Olive Tree Routes and/or Olive Grove Itineraries exist in all partner areas. The intention was to have a positive impact on population resilience and on natural and cultural heritage conservation. The project specifically focused on the tourism sector, serving as a susceptible turning point to drive economic development.

H.O.S.T targeted the promotion of four large international sport events made up of trails and marathons. By running together, European sport lovers were expected to contribute towards the linking of local Olive Tree Roads/Olive Grove itineraries into a Virtual Transnational Route of Olive Tree. It was estimated that such sport events have the potential to catalyse attention on target territories, activating local economies. Diversified tourist packages were developed in coincidence with these sport events (and all over the year) to discover the cultural and environmental richness of the territories. At the same time, the project developed initiatives for territorial branding and marketing (an advanced, responsive and integrated web portal, an innovative digital PR strategy, situation and market analyses), for the establishment of a better cooperation framework (SMEs networking, Destination Management Organisations (DMOs) establishment) and for building actors' capacities (through a training program). The project was further connected to local initiatives underlining the rural heritage to boost local development (festivals, promotion of the olive tree wood for art crafts as well as of olive oil for cosmetics). The ultimate goal was therefore to promote a territorial brand for the involved countries bringing to less seasonal tourist flows with consequent revitalisation of high-quality local products.

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