



## Time Machine Organisation (TMO)

### to coordinate S3 Partnership on Sustainable and Digital Tourism

#### Background – support action

Within the framework of the European Union's coronavirus response and recovery plan, the Commission initiated a *new support action for interregional partnerships*, aiming to mobilise regional and national innovation actors to address the impact of coronavirus. This new pilot action, which builds on the successful experience of a similar action on "interregional innovation projects" launched in late 2017, now supports *interregional partnerships in four different areas*: coronavirus-related innovative solutions, circular economy in health, sustainable and digital tourism, and hydrogen technologies in carbon-intensive regions.

Selected partnerships benefit from the Commission experts' support, providing, among others, advice on how to best combine EU funds to finance projects. In addition to this hands-on support from the Commission, each partnership can benefit from external advisory service of up to € 100.000 for scale-up and commercialisation activities. The money comes from the European Regional Development Fund (ERDF).

#### Successful submission and start of the pilot phase

TMO was authorized by the state of Thuringia/DE to answer the *Call for expression of interest for Covid-19 Response and Recovery Partnerships - Pilot Action for Interregional Innovation* launched by DG REGIO and submit a partnership application in the area "sustainable and digital tourism" that was selected for funding in January 2021.

In this one-year Pilot Action the following 7 European regions will join forces:

- 📍 Thuringia, Germany (lead)
- 📍 Saxony, Germany
- 📍 Lower Austria
- 📍 Cyprus
- 📍 Paris, France
- 📍 Amsterdam, Netherlands
- 📍 Galicia, Spain

The interregional cooperation intends to *develop advisory and support structures* for research institutions, companies, regional authorities and cultural institutions such as museums or heritage sites to get advice and help in establishing new digital formats.

Business cases emerging from the regions will be supported through concrete actions including co-investment models, IP and certification support, business coaching and consultancy, linked with EU funding instruments.



## Interregional Partnership “Virtual and Smart Cultural Tourism” – actions

The partnership has set up a **Survey** (open from March until June 2021) to map and identify possible business cases, services and service providers on regional and EU level, as well as barriers against successful commercialisation and innovation uptake and specific needs for support.

Submissions can be made focussing on the following fields of interest:

- **Propose a business case:** the partnership will select a set of 4-8 business cases to receive intensive support and consultancy (e.g. on financing, business planning, marketing etc.) and to be translated into concrete actions and put into practice.
- **Nominate demands:** the partnership will shape a toolkit of services on EU/regional level to support stakeholders in overcoming bottlenecks in connection with digital cultural tourism. (e.g. access to funding, legal support, IPR).
- **Advise EU/regional development:** the partnership will examine the current state of Digital and Sustainable Tourism in the regions in order to advise EU and regional authorities in shaping targeted actions.
- **Open your services/ expertise for new users:** the partnership will shape a toolkit based on services/expertise on EU/regional/local scale to be included in the consultancy offers for stakeholders in the regions.

Additionally, *regional stakeholder workshops* will be organised in cooperation with partnering regions to bring together researchers, innovators, business support agencies, regional public authorities and investors etc. to work on joint business and use cases.

After the start-up phase, supported by the European Commission, the partnership is to be expanded to other European regions, in particular from the network of TMO, where the growing amount of “Local Time Machine Projects” build an easily accessible and valuable stock of potential use cases.

For further information, please contact the project leader at [vsct@timemachine.eu](mailto:vsct@timemachine.eu)



Interregional Partnership  
Virtual and Smart  
Cultural Tourism

TMO, March 2021