



## D3.7 List of Evaluation Committee Members

DIGITOUR - Boosting the tourism sector in Europe through digital tools and innovation

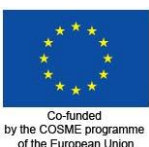
Action number: 101038133

**COORDINATOR:**

**VENETIAN CLUSTER**

**RESPONSIBLE OF THE DELIVERABLE:**

**VENETIAN CLUSTER**



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## Project deliverable

Project number	101038133	Project title	DIGITOUR
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Deliverable title	D3.7 List of Evaluation Committee Members		
Contractual delivery date	09/05/2022	Actual delivery date	1706/2022
Dissemination level	<b>X Public</b> Restricted to other programme participants (including the Commission) Restricted to a group defined by the consortium (including the Commission) Confidential, only for members of the consortium (including the Commission)		
Responsible of the deliverable, contributors	VENETIAN CLUSTER with the support and collaboration of all partners.		
Abstract of the deliverable	This deliverable describes the role and lists all members of the Evaluation Committee (EC) selected and set by the DIGITOUR project partners. The Evaluation of SMEs' proposals will be based on the overall principles of Excellence, Transparency, Fairness and impartiality, Confidentiality, Efficiency and speed. Hence, the Evaluation Committee (EC) has been constituted, including at least one representative of each Partner (including at least one tourism expert and one business support expert), under the overall coordination of WP Leader (Venetian Cluster).		
Revision history			
Version	Date	Description	Author (organisation)
V1	15/06/2022	Evaluation Committee Members (D3.7)	Venetian Cluster
V2	17/06/2022	Evaluation Committee Members (D3.7)	Venetian Cluster



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# 1 Introduction

The DIGITOUR project aims at supporting touristic SMEs, boosting innovative sustainable ideas and solutions, and fostering cross-border and cross sectoral partnerships. These SMEs will be assessed on the basis of the selection and evaluation criteria, set in the Call for proposals. Moreover, the selection will be based on the following principles: excellence; transparency; fairness and impartiality; confidentiality; efficiency and speed. Therefore, an Evaluation Committee (EC) has been set by the DIGITOUR project partners. This deliverable presents the role, organization and members of the Evaluation Committee, and it is organized as follows:

- **Section 1:** Short introduction to present D3.7.
- **Section 2:** Deliverable summary, providing a short context and framework related to the deliverable development.
- **Section 3:** Roles, composition and impacts of the Evaluation Committee (EC), considering the selection criteria to select each member by all the DIGITOUR partners.
- **Section 4:** Preparation and development of the deliverable,

This deliverable (9 pages in total) will be shared and published on the project platform. The list of the Evaluation Committee Members will be public.

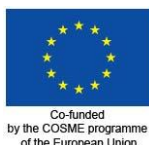
## 2 Deliverable summary

### 2.1 Deliverable abstract

The DIGITOUR project aims at concretely supporting touristic SMEs to improve their digital skills and capacities of and increase their knowledge of digital tools and technologies through training and individual advisory support (Voucher 1), and to boost innovative ideas for digital solutions by SMEs to improve their offer of products and services and their management, marketing, and promotion in novel and sustainable ways, adapting to the new challenges of the tourism sector (Voucher 2). SMEs will be thus invited to submit the project ideas, which will be adequately assessed throughout the evaluation procedure. In this framework, in order to evaluate the proposals, the DIGITOUR project established an Evaluation Committee. This deliverable describes its role and list all members of the Evaluation Committee (EC) selected and set by the DIGITOUR project partners. In particular, D3.7 is part of the activities related to WP3 (Support to SMEs). The set up of the Evaluation Committee is one of the main steps towards the selection of tourism SMEs (A.3.5). Moreover, this deliverable is strictly linked with the Call for proposals document, which specifies the main requirements and criteria for SMEs to be awarded and selected.

### 2.2 Deliverable objectives

The tourism sector recently faced significant challenges due to the COVID-19 pandemic and the related restrictive



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measures, which negatively affected tourism, especially in Europe. Before 2019, tourism was one of the main EU industry ecosystems, mostly composed of micro, small and medium enterprises (SMEs). These small businesses need a concrete financial support to recover and to build more resilient, sustainable and digital solutions for their future. Thus, the DIGITOUR project will launch a Call for proposals to collect touristic SMEs' project ideas, supporting their digitalization and innovation process through the two vouchers mentioned above. In particular, the two vouchers will support the upskilling and capacity building of their staff and teams (Voucher 1) and will promote their cooperation innovative projects (Voucher 2). Both vouchers will be distributed to the selected SMEs according to the eligibility and evaluation criteria, set in the Call for proposals. Moreover, equal treatment, transparency, excellence, fairness and impartiality, confidentiality, efficiency and speed will be ensured throughout the proposals' evaluation process, aiming at funding the most innovative and best projects. Therefore, the main goal of this deliverable is to explain the role of the Evaluation Committee (EC), and to present its composition and impacts on the awarded SMEs and on the whole project, ensuring a transparent and fair selection process.

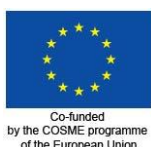
### **3 Roles, composition and impacts of the Evaluation Committee (EC)**

#### **3.1 Roles and composition of the Evaluation Committee (EC)**

The scope of this deliverable is to communicate the role, composition and impacts of the Evaluation Committee, in charge of evaluating, assessing and selecting the SMEs' projects submitted under the DIGITOUR Call for proposals. The Evaluation of SMEs' proposals will be based on the overall principles of Excellence, Transparency, Fairness and impartiality, Confidentiality, Efficiency and speed. Hence, the Evaluation Committee (EC) has been constituted, including at least one representative of each Partner (including at least one tourism expert and one business support expert), under the overall coordination of WP Leader (Venetian Cluster). Indeed, the Evaluation Committee includes representatives of each partner organization in the form of a jury where decisions about ranking will be taken on the basis of common rules established and discussed and shared in order to guarantee fairness and transparency of the evaluation process.

The Evaluation Committee will be in charge of selecting the 138 touristic SMEs at transnational level in each partner country and beyond. The Evaluation Committee members will have the opportunity to coordinate their work and schedule specific sessions to organize the first and final steps of the evaluation process.

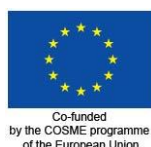
The selection of awarded SMEs (A.3.5) will follow the criteria set in the Call document, according to the two different strands' requirements, which will be common for all countries. In order to undertake the selections, project partners have set up an Evaluation Committee under the overall coordination of Venetian Cluster (WP3 leader). Each partner selected at least one member of the Evaluation Committee, with specific competences in the fields of tourism and business. Both internal and external experts have been involved within the Committee, merging different profiles, skills, backgrounds and knowledge, and ensuring balance. In particular, the following table lists, sums up and describes the selected members per partner:



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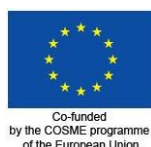
Venetian Cluster		
Field of expertise	Name and surname	Short description
Tourism expert	Sergio Calò	Business expert - Director of VHC, restorer and innovation manager with over 26 years of experience, has managed many projects at the national and international level, also concerning clusters in the cultural and creative sector, tourism and internationalisation of enterprises. He has a solid experience in clustering and in the development of clusters, and since 2020 he is also in charge of constituting a new cluster for the CCS sector for the Italian Region Friuli Venezia Giulia.
Business support expert	Giuliano Vantaggi	Tourism expert - Currently Director of the Dolomiti DMO, he has several years of experience in the field of tourism marketing.
Longarone Fiere Dolomiti		
Field of expertise	Name and surname	Short description
Tourism expert	Marta Da Zolt	Master's degree in Economic Management of Cultural Activities Ca Foscari Venice, Master's degree in Tourism Product Design University of Padua, freelance art, culture and tourism event organiser, since 2015 Longarone Fiere employee in charge of the b2b Expo Dolomiti HoReCa trade tourism fair that is organised in October of every year.
Business support expert	Gian Angelo Bellati	Chairman of Longarone Fiere, Councillor of the Italian Chamber of Commerce in Munich and delegate for the North East of the EABO (European American Business Organisation) in New York. Dr. Bellati has been for years Director of Eurosportello Veneto, Director of the Office of Representation of "Unioncamere del Veneto" in Brussels and Secretary General of "Unioncamere del Veneto". He has also worked for the European Commission and for the European Parliament in Brussels, for Alenia in Rome and for Credito Italiano in Milan and Venice. He has particular expertise in law, European policies and funding.
BizGarden		
Field of expertise	Name and surname	Short description
Tourism expert	Pavel Vokáč	Smart Destination Expert for Snina Region in Slovakia.
Business support expert	Luděk Kühr	Project Manager in BizGarden. Broad experience with managing several international projects co-financed from FP7, H2020, Interreg and other EC programmes. He managed Hi-Tech projects in the outdoor tourism sector supported by European Space Agency. He also has experience with sales and marketing of digital solutions in the tourism sector. Ludek is specialist on digital content marketing and outdoor tourism.
TSAC		
Field of expertise	Name and surname	Short description
Tourism expert	Nita Macia	Director of Cluster TSAC. Expert in Sustainability, Tourism, Strategy, Stakeholders involvement, Cultural Heritage, Coordination and Training.
Business support expert	Daniel Serón	Project Manager in TSAC.
Cluster IDia		
Field of expertise	Name and surname	Short description
Business support expert	Antonio Novo	Managing Director. cluster practitioner with a high degree of knowledge and experience in the promotion of business development through the collaboration in innovation. His continuous implication in international clusters networks and projects, as for example in the European Clusters Alliance and the ECEI2 consortium, allows him to have a deep understanding of the European Cluster map, the Commission priorities and the main strategic challenges to afford in the future. He is the president of the European Clusters Alliance and the Spanish National Cluster Federation FENAEIC, member of the Commission's Expert



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		Group on Clusters, and vice-president of the cluster labellisation association EUCLES. Antonio has been working on ICT with high management responsibilities for 30 years now. During the last years he has focused on Artificial Intelligence, managing directly very advanced projects applying AI to the Industrial area. For his activities to fight the COVID-19 crisis, he received the EU Cluster Mobilisation Award 2020 from the European Commission.
Cluster of Cultural Routes		
Field of expertise	Name and surname	Short description
Tourism expert	Jovan Popesku	Jovan Popesku is a Professor at the Department of Tourism and Hospitality of Singidunum University, Belgrade, Serbia and President of the Centre for Responsible and Sustainable Tourism Development. Formerly, he headed the National Tourism Organization of Serbia. Professor Popesku's field of research includes tourism marketing, tourism destination management and sustainable tourism management. He has authored three university textbooks and over 80 journal articles and conference papers and led more than twenty domestic and international projects related to tourism destination management, tourism marketing and sustainable tourism development. He is a Member of the International Association of Scientific Experts in Tourism (AIEST), of the Global Sustainable Tourism Council (GSTC), and a member of the Managing Board of the Serbian Marketing association (SEMA).
VERITAS		
Field of expertise	Name and surname	Short description
Tourism expert	Kristiana Kazandzhieva	Highly experienced tourism expert, with deep understanding of the hospitality industry on international level. Over 3 years of practice as price policy manager of 5* hotel in Bulgaria; In her practice, as being involved in sales & relationship management of Armeniat Tourism agency.
Business support expert	Teodora Jilkova	A result driven business development professional with a notable track record of B2B experience across multiple geographic regions including - Europe, Russia, UAE and Latin America, as well as various industries - real estate and property development, tourism, destination marketing and business events. Tourism expert.
ITALCAM		
Field of expertise	Name and surname	Short description
Tourism expert	Barbara Fritz	More than 20 years of experience in sustainable tourism development in Europe, the Near and Middle East, Asia, South America, Africa and East Europe. Extensive experience with complex projects for international development organisation International and inter-cultural competency. She has extensive experience in the development of certification and rating systems, complex sustainable criteria systems in the tourism sector and she was the leading expert of evaluation team and was part of an evaluation committee working several years for the EU-funded European Travel Commission (ETC) in Brussels.
Business support expert	Martina Agosti	European Projects Manager in ITALCAM. She has solid experience in managing European and international projects.
ADINA		
Field of expertise	Name and surname	Short description
Tourism expert	Marion OUDENOT-PITON	In charge of the leisure industry (tourism, sport and culture) at ADI NA and responsible of the Tourism Lab Nouvelle-Aquitaine
Business support expert	Kilian RAUSCH	With a legal background, Kilian is European Innovation Officer at ADI NA. He focusses on EU funding/finance (grants and equity) and related partnering activities, especially for SMEs.



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Aarhus University		
Field of expertise	Name and surname	Short description
Tourism expert	Stella Spanou	Food science fundraiser/ food industry expert
Business support expert	George Xydis	Associate Professor, Department of Business Development and Technology

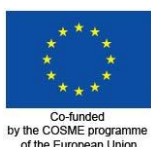
The above-mentioned professionals will work together, under the coordination of each project partner and of the WP leader, Venetian Cluster. The evaluation process will be efficient, thanks to the proactive collaboration among all members, respecting the timeline of the evaluation process and evaluating the SMEs' proposals by country. In particular, for the first voucher, (application stage open for 9 months), the Evaluation Committee will undertake three rounds of evaluation (2, 5, 9 months after the opening of the Call); for the second voucher, there will be one single evaluation, 2 months after the opening of the Call. Each evaluation round will bring to a final ranked list, based on evaluation scores. Such lists will be published, informing the applicants. SMEs will be awarded based on the ranking lists up to the availability of funds. Finally, at the end of the evaluation procedure, a written report will be submitted by Venetian Cluster to the Agency, collecting all feedback and inputs by the Evaluation Committee and the project partners.

### 3.2 Rules of procedure

This short paragraph outlines all the main details needed to coordinate the Evaluation Committee and the selection process. The Evaluation Committee will be coordinated by the chairman, Mr. Sergio Calò, Project Coordinator and Managing Director at Venetian Cluster. The chair will be charged with the responsibility of assuring that the committee's actions will be in accordance with the evaluation procedure, as set in the Call for proposals. The chair will establish a timetable for all the evaluation activities and will monitor that the activities are carried out on schedule. Upon the formation of the Evaluation Committee and before starting the evaluation process, it will be convened a meeting to provide instruction and direction on the process, role, responsibilities and requirements of the committee. To ensure integrity in the process as well as fair and open competition, the committee members will be instructed to retain all evaluation documents, including evaluation forms and notes during the evaluation period. The chair will also arrange the time and date for any online sessions and discussion that the committee feels are necessary. Committee members will also be instructed to individually and independently evaluate, score and rank proposals by applying the same objective criteria, in line with the Call.

Throughout the evaluation process of all SMEs' proposals, each member will respect the scheduled milestone dates and the evaluation process' work plan. Committee members will work out a feasible workload arrangement and the management team of the DIGITOUR project will be supportive so that committee members can adequately fulfill their evaluation duties.

The main functions of the Committee will regard the application of the evaluation criteria; the individual evaluation of the proposals; the development of the ranking list; the award recommendation. In particular, the Evaluation Committee will be first in charge of the eligibility check and then of the quality check of all proposals.



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### 3.3 Impacts of the Evaluation Committee (EC)

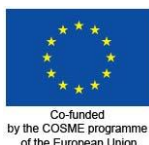
This deliverable and the related set up of the Evaluation Committee will have a deep impact on the participating SMEs and on the whole project. Indeed, this is one of the main steps towards the SMEs' selection and awarding process. Touristic SMEs will be the main beneficiaries, which will have the chance to know each Evaluation Committee's member in charge of assessing their proposals in each participating country. SMEs will directly benefit from a transparent, fair, and just selection, and they will know the expertise and background of each evaluator, thanks to this public deliverable.

Finally, this deliverable can be used as a model to be replicated for the set up of evaluation committees, steering committees and advisory boards of other relevant projects in other territories.

## 4 Preparation and development of the deliverable

### 4.1 Preparation stages and deliverable development

This deliverable has been prepared following the scheme mentioned in the DIGITOUR proposal. In particular, during the weekly meetings organized by the project partners, the potential composition of the Evaluation Committee has been discussed. Then, each partner has selected one internal or external member (business or tourism experts mostly), according to the requirements set in the project proposal. These members have been considered as the most appropriate professionals to carry out the rigorous and competitive SMEs' selection process. Then, these professionals have been listed and their profiles have been described in detail, sharing the main information among all project partners. Finally, this deliverable has been prepared and finalized by the WP leader Venetian Cluster, collecting all partners' inputs and comments.



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