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D.3.10 Protocol for mentoring and tutoring support

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

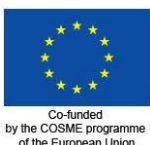
Action number: 101038133

COORDINATOR:

VENETIAN CLUSTER

RESPONSIBLE OF THE DELIVERABLE:

ADI N-A

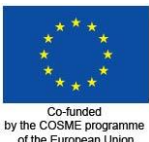


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Project deliverable

Project number	101038133	Project title	DIGITOUR
Programme	COSME	Thematic priority	Tourism SMEs and Digitalisation
Start of the project	10 th of November 2021	Duration	26 months
Deliverable title	Protocol for mentoring and tutoring support		
Contractual delivery date		Actual delivery date	16 th of May 2022
Dissemination level	Confidential, only for members of the consortium (including the Commission)		
Responsible of the deliverable, contributors	Kilian RAUSCH (ADI N-A)		
Abstract of the deliverable	The deliverable 10.3 is a part of the WP3 that aims at supporting the SMEs via two types of innovation vouchers. The present document shall frame and harmonise the advisory services and support by the different partners of the consortium by giving a common protocol. This deliverable encompasses the application for the call for proposals, the projects' implementation, and the reporting. D.10.3 provides consequently a combined framework to monitor and tutor the tourism SME candidates and tourism SME project executors.		
Revision history			
<i>Version</i>	<i>Date</i>	<i>Description</i>	<i>Author (organisation)</i>
V1	13 th of May 2022		Kilian RAUSCH (ADI N-A)



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1 Introduction

The deliverable 10.3 is part of the WP3 of the DIGITOUR. It aims at identifying a common protocol to successfully and jointly monitoring and tutoring tourism SMEs during the application and project implementation phase. The present deliverable is applicable to all partners of the DIGITOUR consortium. The document is declined in four main parts: introduction, deliverable summary, deliverable description (scope, use and impacts), and its preparation and development.

2 Deliverable summary

2.1 Deliverable abstract

As the WP3 deals with direct support to tourism SMEs, it is seen as the core element of the DIGITOUR project. The deliverable 10.3 of the DIGITOUR project is deemed a key element within the WP3 because it sets up a joint protocol related to the project partners different actions aiming at monitoring and tutoring the tourism SMEs by providing several advisory services (matchmaking, proofreading, assistance in reporting, sustainability accompaniment, etc.). The purpose is to provide a shared and harmonized procedure for mentoring and tutoring services performed by the DIGITOUR consortium. The protocol begins with the publication of the call for proposals and ends with the closing of the diverse supported projects. This procedure shall be a warrant for an equal treatment, notably in terms of rights and obligations, of all tourism SME candidates and project executors. A follow-up document (Excel sheet), mentioned in the annex of the present deliverable, should enable DIGITOUR project leaders to have an overview of the key elements of the projects they accompany or have accompanied.

2.2 Deliverable objectives

First of all it import the define the main terms applying to the present protocol.

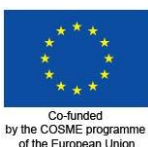
Tutoring: this term shall be understood as a support service provided by one or several partners of the DIGITOUR project that consists of guidance for tourism SMEs before and during the project by helping throughout the production of content and implementation.

Mentoring: this term shall be understood as a support service provided by one or several partners of the DIGITOUR project that consists of individual or collective help and assistance for tourism SMEs during the project set-up and implementation through the development of their strategic positioning and concerning a specific or general goal.

Tourism SME: tourism SMEs are small-and medium-sized companies (the status of a European SME is defined by EU recommendation 2003/361) that are active in the tourism sector and apply for at least one of the two DIGITOUR innovation vouchers that are already supported via one of them.

Target of the present protocol: tourism SMEs

Duration of the process: the coaching, tutoring and mentoring activities ought to begin at the earliest from the time the SME requests the partner and stop at the date of completion of the last project supported by the DIGITOUR



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consortium.

Purpose of the present protocol: definition of a common protocol capable of:

- > helping tourism SMEs to successfully apply for at least one of the two innovation vouchers by providing advisory support such as proof-reading, tailor-made matchmaking with relevant partners, administrative support, submission support, etc.
- > assisting the tourism SMEs, once their projects receive support (voucher 1 or voucher 2), in their project's execution. In this context, DIGITOUR partners provide counsel for the achievement of the main KPIs, sustainability issues within the project, formation feed-back collection and evaluation, etc.
- > provide a suitable ecosystem to tourism SMEs thanks to the delivery of in-deep knowledge and customised matchmakings, notably public and private partnerships, by the DIGITOUR consortium
- > generating a pertinent and efficient reporting related to the different project that have been supported via DIGITOUR

NB: a SME that is not eligible for DIGITOUR or that is not capable of answering the call shall always be oriented to alternative funding/support tools that have been identified by the project partners in the WP2

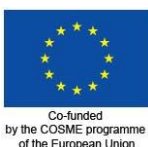
3 Scope, use and impacts of the deliverable

3.1 Scope of the deliverable

The deliverable's scope concerns all actions performed by the DIGITOUR partners during the execution of the WP3 of the same project. The protocol begins with the application phase (same procedure for voucher 1 and voucher 2) and ends with closing of the tourism SME's projects supported by DIGITOUR. During the implementation phase two different procedure are applied to the projects commensurate to their funding scheme (voucher 1 or voucher 2). Beyond the WP3, the deliverable's scope can be extended to the general project reporting (contained in WP1), to the communication activities (WP5) and the monitoring of sustainability (WP4). This protocol is so a cornerstone of the DIGITOUR project. The below-mentioned schemes identify the procedures applicable to the different phases and types of innovation vouchers.

3.2 Use of the deliverable

The protocol for mentoring and tutoring activities shall be respected by all partners of the DIGITOUR project. It is the guide and framework for the above-mentioned activities. The steps of the candidate's/project executor's journey described in point 4 must be respected by the partners during the monitoring and tutoring activities. Therefore, it is used all along the DIGITOUR project's lifetime. Beyond DIGITOUR, the protocol can be also used as an inspiration for other projects or advisory support schemes and so constitute a set of good practices. The latter can be diffused and shared for instance with other COSME projects and via the Enterprise Europe Network. The whole European innovation support community could so benefit from it.



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3.3 Impacts of the deliverable

The deliverable's impact is manifold. It will notably consist in:

The expected change/effect/impact of this deliverable the expected harmonisation of all mentoring and tutoring actions that will be conducted during DIGITOUR's lifetime. Furthermore, it is expected to be a useful guide for all partners to respect all formal steps and guarantee an equal and fair support for all tourism SMEs.

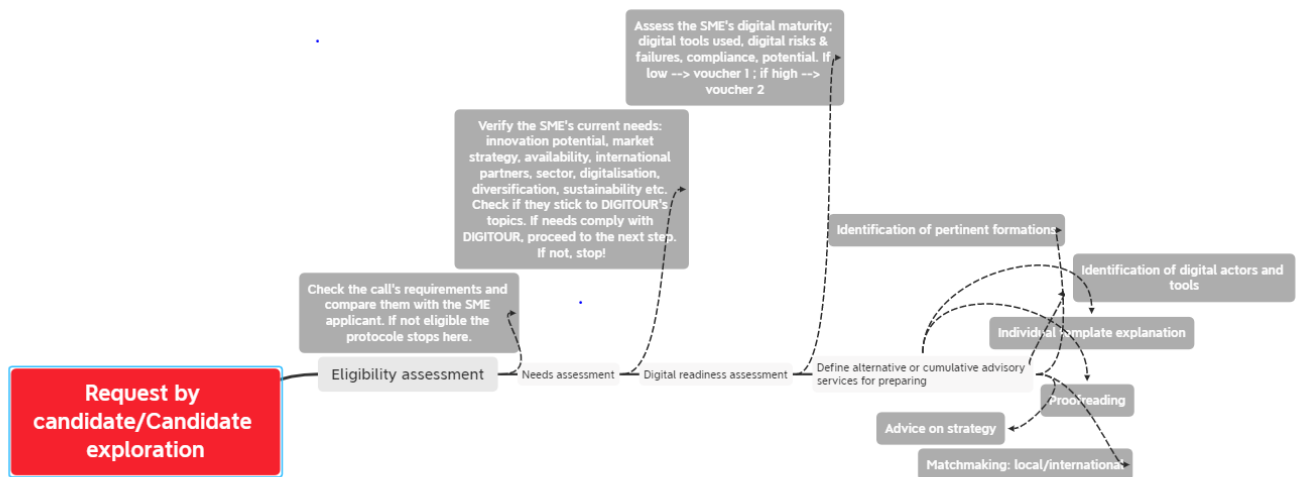
First, all partners of the DIGITOUR consortium will directly benefit from this deliverable. Nevertheless, and as described here-below, the deliverable's scope can be also enhanced via publication and sharing on relevant networks (Enterprise Europe Network, Cluster Collaboration Platform, etc). Via this possible release other countries can be easily reached. A sharing within national networks can also be done via the consortium's good connection with pertinent authorities and other stakeholders. Other stakeholders, like EU consortia, clusters, local tourism associations, etc. conducting tourism project could get inspired by this protocol.

4 Preparation and development of the deliverable

4.1 Preparation stages and deliverable development

a) Monitoring and tutoring activities during the application process

This phase starts either with the solicitation of one of the DIGITOUR partners by a tourism SME or with the prospection of tourism SMEs by one of the DIGITOUR partners. The following eligibility assessment is paramount. On this occasion the SME candidate shall go through the sieve of all fundamental eligibility criteria settled by the call for proposal. A following needs assessment checks if the DIGITOUR targets and objectives correspond to the SME's needs and vice-versa. Then a digital readiness assessment shall orient the SME commensurate to its development to either voucher 1 (less mature) or voucher 2 (mature). Once the right voucher identified, concrete advisory services are offered to the SME to increase its chances to be selected.



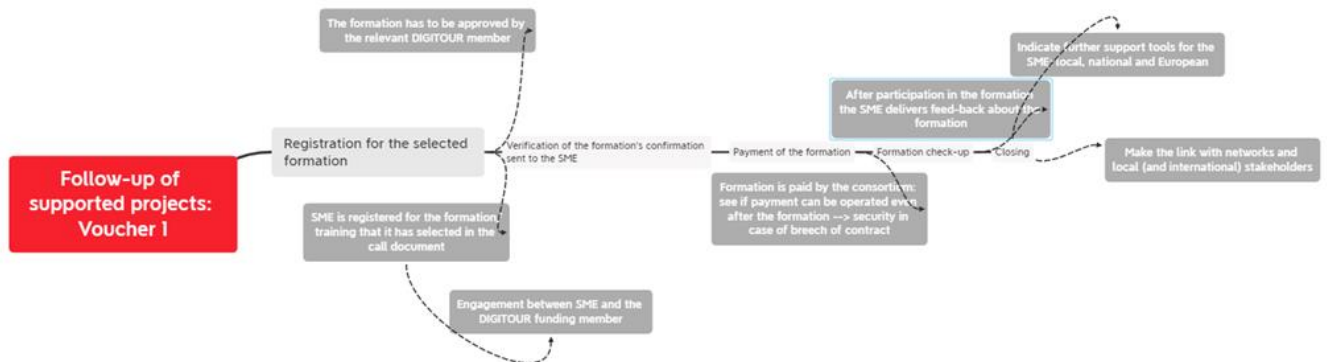
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b) Monitoring and tutoring activities during the implementation process of voucher 1

The implementation, videlicet only applicable to selected projects, of voucher 1 has to be distinguished from the implementation of voucher 2. The first concerns individual support for formations dedicated to less mature SMEs and the second concerns support for collaborative project concerning more mature tourism SMEs.

The below-mentioned scheme explains the main steps for a successful monitoring and tutoring for projects being supported via the DIGITOUR voucher 1. In this context it is paramount that all partners verify the SME's registration for a approved formation and that the payment for the latter is operated in the right timeline, that means once the formation is finished. None of the tourism SMEs shall be left alone once the support action of voucher is closed. All partners commit to create links with local, national, and European public and private stakeholders by creating a springboard for the tourism SME to further innovation projects. The tutoring and mentoring services for voucher one are executed by the DIGITOUR partner that has the same nationality as the tourism SMEs. For SMEs whose nationality is not represented in the consortium, the geographically closest DIGITOUR partner will be in charge of the project follow-up.



c) Monitoring and tutoring activities during the implementation process of voucher 2

As described here-above the implementation scheme for voucher 2 is different compared to voucher. This is due to the fact that collaborative projects are more complex and take longer than the formations. Each project has during its lifetime a referral partner within the DIGITOUR project. The latter is identified via the supported project coordinator's nationality. This partner is also in charge of tutoring and mentoring services for the said project. This principle works also for projects implicating a partner whose nationality is not represented within the consortium because the project coordinator has to be necessarily come from a "DIGITOUR country". It is very important that the different monitoring and tutoring actions have the overall aim of monitoring the achievement of the project's key milestones, outlined in the initial proposal submitted by the tourism SMEs for DIGITOUR support. Furthermore, the tutoring actions provided by the responsible DIGITOUR partner have to aim at facilitating their achievement. These services shall be the most customized. This is only possible by having a very close contact with each project of which a DIGITOUR partner might be in charge. Here, it is important to remind that the DIGITOUR projects foresees three payments for supported actions: an upfront payment (at the project's beginning), an intermediate payment (at the midterm) and a final payment (at the project's end). The last two payments are conditioned by the successful achievement of the supported project's key milestones. This must be meticulously supervised by the DIGITOUR



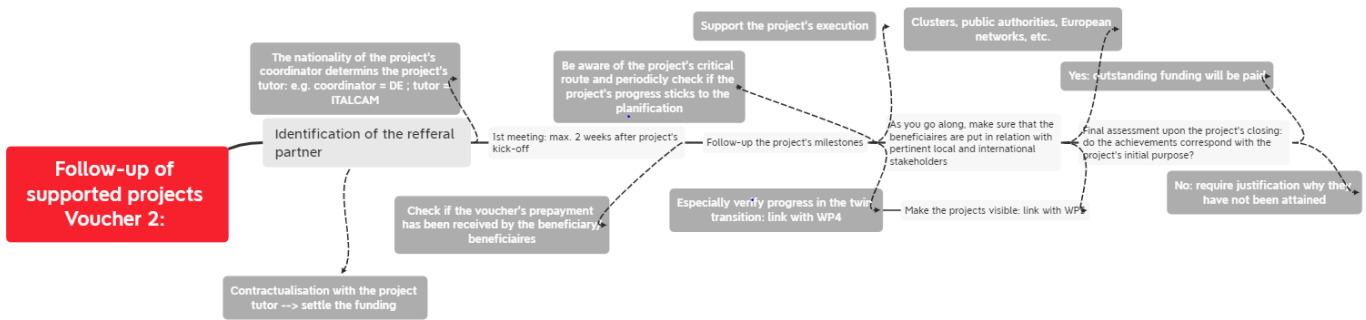
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referee. A steering committee gathering all partners working on mentoring and tutoring activities related to the tourism SME candidates or executors for/of voucher 2 is convoked twice a month to facilitate the exchanges between the DIGITOUR consortium partners.

Once the supported tourism project is finished, the referee has also to make sure that he/she provides a suitable ecosystem to the tourism project partners so that they can continue their innovation process beyond the project. Public-private partnerships as well as matchmakings with clusters, groups and other companies are consequently paramount.



Contents and annexes

To assure a harmonized and common monitoring and tutoring of projects within DIGITOUR, every DIGITOUR consortium partner is admonished to fill-in the below-mentioned sheet. The contains free fields (insertion of text possible) and drop-down lists. The green ones are cumulative (more than just one field can be selected). The red are alternative (just one field can be selected). All DIGITOUR partners can add further categories that they want to monitor, but must be aware that those mentioned here-below have to be mandatorily filled in.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	
												Voucher 1		Voucher 2					
1	Project's name	coordinator's name	coordinator's nationality	coordinator's contact e-mail	transnational project	Project implicating a digital	Number of project partners	Other countries involved	DIGITOUR Referee	Contact	Voucher	Targeted formation	Description of innovation project	Innovative digital solution	Expected results	Tutoring	Mentoring	Advisory/Coaching support	
2	Free	Free	German	Free	Yes	Yes	1	Free	ITALCAM	Request	1	Identify the formation	Free	Free	Free	Yes	Yes	Matchmaking	
4			Italian		No	No	2		Langaronefiere	Prospector	2					No	No	Proofreading	
5			Bulgarian				3		Venitian Cluster									189	
6			Spanish				4		Veritas									Sustainability support	
7			Serbian				5		IDEA									Digital support	
8			Czech						TSAC									Submission support	
9			Danish						Aalborg University									Partnering support	
10			French						Cultural Roads									Formation advice	
11									Bigarden									Needs assessment	
12									ADI N-A										
13																			
14																			
15																			



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