Report on the General assemblies and steering committee meetings

Work Package 1:

Project Management and Coordination

Deliverable 1.5 Report on the General assemblies and steering committee meetings

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Project Acronym: Euro-Emotur

Project Full Title: Euro-Emotur: The journey towards digitalisation. Thinking digital tourism through neuromarketing and emotions

Project number: 101038111

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By: ULPGC-TIDES

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Deliverable: D1.5

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HISTORY OF CHANGES			
Version	Publication Date	Change	Page
1.0	19.01.2024	▪ Initial version	

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1. Introduction

This deliverable aims to describe the different meetings that have been held since year 2 of the project. During the second year of implementation, thirteen meetings have been organised in total. Seven General Assembly meetings ; three SC and QAC meetings and three bilateral meetings. Only the meetings of the General Assembly and Steering Committee are included in this report.

As per the Grant Agreement, this report will be updated every year until the end of the project. The next sections present the agenda, main topics of discussion, minutes and other evidences of each meeting.

2. Meetings Plan

As per the Euro-Emotur Grant Agreement, at least one annual meeting should be organised with the entire consortium during the project's lifetime. Concerning the Steering Committee, three meetings per year are planned. The next table presents the meetings plan until the end of the project. This intends to be a guide but it is not strict, as other meetings could be organised on the avenue, if any partner, Advisory Board member or the Project Officer consider it necessary. Also, the proposed timeline could be slightly modified in order to get the largest audience inside each partner organisation.

Table 1 – Steering Committee and General Assemblies' meetings plan

YEARS / MONTHS	2022												2023												2024												2025
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
General Assembly									*				*1		*2																						
Meetings (at least once a year planned)																																					
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Steering Committee														*1								*2															
Meetings (at least quarterly planned)																																					

General Assemblies
*1 It was registered in the D1.4
*2 There were celebrated 2 meetings in March

Steering Committees
*1 It was registered in the D1.4
*2 There were celebrated 2 meetings in October

General Assemblies and Steering Committees planned meetings
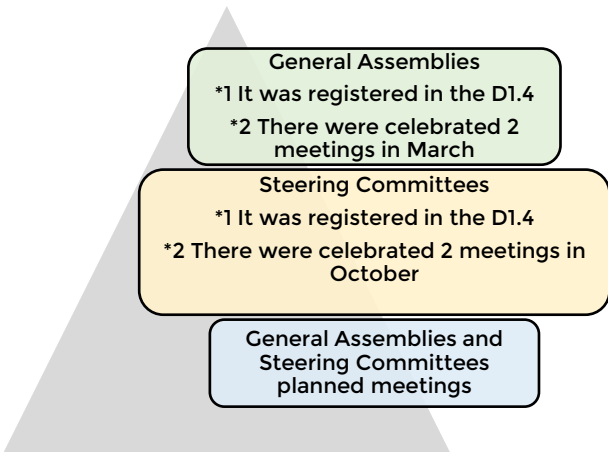
3. General Assembly meetings

The General Assembly is composed by all partners of the project, and is the ultimate decision-making body. The Project Office Team and the Coordinator assist the General Assembly and act as main contact. Seven GA meetings have been held since the beginning of the second year of the project. It is well noting that all these meeting also included topics coordinated by the Steering Committee.

That is, they are listed as General Assembly meetings because all partners were participating, for instance, in the decisions related to the recruitment and qualifications of the 100 tourism-related SMEs to be awarded, which is in fact coordinated by the Steering Committee.

	Type of meeting	Date	Place	Timeline	Duration
1	General Assembly meeting	22.03.2023	Rectorado ULPGC: Juan de Quesada, 30. 35001 Las Palmas de Gran Canaria. (Sala de juntas lado A)	17:05-19:45 CET	2h 40'
2	General Assembly meeting	23.03.2023	Recinto ferial INFECAR. Feria de Gran Canaria Av. de la Feria, 1, 35012 Las Palmas de Gran Canaria, Las Palmas	10:00-17:45 CET	7h 45'
3	General Assembly meeting	18.04.2023	TEAMS platform (online)	14:00-15:00 CET	1h
4	General Assembly meeting	31.05.2023	TEAMS platform (online)	10:00-10:30 CET	30'
5	General Assembly meeting	20.06.2023	TEAMS platform (online)	10:00-11:00 CET	1h
6	General Assembly meeting	11.12.2023	TEAMS platform (online)	14:00-15:00 CET	1h
7	General Assembly meeting	09.01.2023	TEAMS platform (online)	14:00-15:00 CET	1h

Table 2 – Summary of the General Assembly meetings

Meeting of the General Assembly (22.03.2023)

Discussed agenda:

- **17:05-17:20** Introduction by the Project Coordinator and EISMEA Project Adviser. Mr. Alan Vella.
- **17:20-18:20** Consortium beneficiaries' presentation:
  ULPGC-TIDES: Mr. Sergio Moreno Gil
  CISET: Ms. Federica Montaguti

ETOA: Mr. Arran Wiltshire and Mr. Tim Fairhurst
NECSTouR: Ms. Irene Paolinelli
Haaga-Helia: Mr Kristian Sievers and Ms. Elisa Laatikainen
- **18:20-18:50** Initial update and plan for session. Mr. Sergio Moreno
- **18:50-19:45** Tourism cluster information (pilot destination – Canary Islands). Mr. Sergio Moreno

Evidence	Annex
Meeting minutes and photos	Annex 1

Meeting of the General Assembly (23.03.2023)

Discussed agenda:

- **10:00-10:30** General review of the project: current status and future challenges. Mr. Sergio Moreno
- **10:30-11:00** Open session and next steps of the project with the EISMEA PA. Mr. Alan Vella

- **11:00-11:40** Follow-up on the call-status and its promotion.
  D1.2 Guidelines for Awarding Financial Support to Third Parties (tourism SMEs). Sergio Moreno Gil / Arminda Almeida / Arran Wiltshire.
- **11:40-12:30** Evaluation process.
  D2.2 Report on the evaluation and selection process of the Call for tourism SMEs. Mr. Arran Wiltshire and Tim Fairhurst.
  Sister project presentation (TOURISME). Ms. Michelle Perello.
- **13:00-13:30** Working with SMEs:
  D3.1 Methodology for assessing innovation maturity and readiness of tourism SMEs.
  D3.2 Tourism SMEs innovation maturity and readiness assessment tool and guidelines for interviews.
  D3.3 Participant observation protocol.
  Ms. Federica Montaguti
- **13:30-14:45** Discussion with the tourism SMEs and the local industry
- **16:00-16:55** Plan Euro-emotur week:
  D4.1 "Mapping the emerging technologies, business models and tourism industry cases". Mr. Kristian Sievers.
  WP5 - Euro-Emotur Digital Hub D5.3 "EURO-EMOTUR Transnational matchmaking events Plan" and presentation.
  Mr.Sergio Moreno Gil
- **16:55-17:00** General Remarks by EISMEA Project Adviser. Mr. Alan Vella.

Evidence	Annex
Meeting minutes and photos	Annex 2

Meeting of the General Assembly (18.04.2023)

Discussed agenda:

- **14:00-15:00** Discussion related to the launch of the Call for SMEs. (Consortium)

Evidence	Annex
Meeting Recording	
Meeting Photos	Annex 3
Meeting invitation	

Meeting of the General Assembly (31.05.2023)

Discussed agenda:

- **10:00-10:30** Discussion related to the launch of the Call for SMEs (Consortium):
  - a) List of service providers.
  - b) Duration of the call (2 or 3 months) considering we will launch it in June 2023.

Evidence	Annex
Meeting Recording	
Meeting Photos	Annex 4
Meeting invitation	

Meeting of the General Assembly (20.06.2023)

Discussed agenda:

- **10:00-11:00** Discussion related to the launch of the Call for SMEs (Consortium):
  - a) Discussion about the promotion of the Call.
  - b) Discussion about how to conduct the international webinar.
  - c) Discussion on how to deal with the financial aspects (Vouchers).

Evidence	Annex
Meeting Recording	
Meeting Photos	Annex 5
Meeting invitation	

Meeting of the General Assembly (11.12.2023)

Discussed agenda:

- **14:00-14:10** Update of the project and introduction of the new member of the Euro-emotur project (Valeria Valentia Cabra Flórez). ULPGC-TIDES.

- **14:10-14:20** D2.2 "Report on the evaluation and selection process of the Call for tourism SMEs". ETOA.

- **14:20-14:30** Survey results and self-assessment tools. CISET.

- **14:40-14:40** D4.2 "Summary reports delivered to SMEs with the main conclusions and recommendations". Haaga-Helia.

- **14:40-14:45** D5.2 "EURO-EMOTUR Campus Structure". ULPGC-TIDES.

- **14:45-14:55** D6.5 "EURO-EMOTUR HUB launch and maintenance". TURISMO DE GRAN CANARIA and ULPGC-TIDES.

- **14:55-15:00** Q&A

Evidence	Annex
Meeting Recording	
Meeting Minutes and photos	**Annex 6**
Meeting invitation	

Meeting of the General Assembly (09.01.2023)

Discussed agenda:

- **14:00-14:10** Update of the project. ULPGC-TIDES.

- **14:10-14:20** D2.1 "Report on the process results, submissions and awards granted". ETOA.

- **14:20-14:35** Interview progress and D3.4 "Report on the digital tools used by SMEs, digital content produced, and their online

performances" and D3.5 "Report on the SMEs pool situation in terms of maturity and readiness to adopt innovation". CISET.

- **14:35-14:45** D4.2 "Summary reports delivered to SMEs with the main conclusions and recommendations", D4.3 "Report on customized mentoring actions and implemented activities" and D4.4 "Summary report integrating the analysis of the sample, general evaluation of their current status and viable opportunities for digital development". Haaga-Helia.

- **14:45-14:55** D5.2 "EURO-EMOTUR Campus Structure" and D5.3 "EURO-EMOTUR transnational matchmaking events Plan". ULPGC-TIDES. D6.2 "Corporate Identity Report". TURISMO DE GRAN CANARIA and ULPGC-TIDES.

- **14:55-15:00** Q&A

Evidence	Annex
Meeting Minutes and photos	
Meeting Recording	Annex 7
Meeting PPT	

4. Steering Committee meetings

The Steering Committee is the supervisory body for the execution of the Project which shall report to and be accountable to the General Assembly. The Steering Committee is also responsible for the overall policy of the Consortium and modifications or extensions to the Consortium Agreement. Three SC and QAC meetings have been held since the beginning of the second year of the project

The same members of the Steering Committee are also members of the QAC (Quality Assurance Committee). Hence, all the meetings of the Steering Committee have a slot dedicated to discuss aspects related to the quality of Deliverables submitted and/or in the process of submission.

- **List of Members of the SC and QAC:**

Name: Sergio Moreno Gil
Institution: ULPGC-TIDES
Position: Project Coordinator/Manager

Name: Valeria Minguetti
Institution: CISET
Position: Head of Research at CISET - International Center of Studies on Tourism Economics

Name: Kristian Sievers
Institution: Haaga-Helia
Position: Project Manager

Name: Tim Fairhurst
Institution: ETOA
Position: irector General at ETOA - European Tourism Association AISBL

Name: Tomaso Comazzi
Institution: NECSTourR
Position: Head of Membership and Finances

Name: Eduardo Reyes Ojeda
Institution: Turismo de Gran Canaria
Position: Market Analyst

Table 3 – Steering Committee and QAC list of members updated

Three meetings were specifically organised by the SC and QAC members to deal with aspects related to the deliverables and the quality assessment of the outputs. Nevertheless, in all the general Assembly meetings the SC had a leading role by moderating a slot related to the project implementation and outputs.

	Type of meeting	Date	Place	Timeline	Duration
1	SC & QAC meeting	17.10.2023	Haaga-Helia ammattikorkeakoulu Oy / Haaga-Helia University of Applied Sciences Ltd.	09:00-16:30 CET	7h 30'
2	SC & QAC meeting	18.10.2023	Haaga-Helia ammattikorkeakoulu Oy / Haaga-Helia University of Applied Sciences Ltd.	09:00-17:30 CET	8h 30'
3	SC & QAC meeting	13.11.2023	TEAMS platform (online)	14:00-15:00 CET	1h

Table 4 – Summary of the meetings of Steering Committee (SC) and QAC Members

- SC and QAC meeting (17.10.2023)

Discussed agenda:

• **09:00-10:00** Welcome to Haaga-Helia, Director Antti Jylhä:
    a) Tourism industry in Finland, past, present future, Kristian Sievers.
    b) Welcoming Gran Canary Tourist Board to Euro-emotur

• **10:00-11:00** Update on the project and WP1 (ULPGC-TIDES). Project management and Coordination.
• **11:00-12:00** Presentation of WP2 (ETOA). Selection, evaluation and engagement with SMEs.
• **13:00-14:00** Presentation of WP3 (CISET). SME Anamnesis, Diagnostics and Assessment.

• **14:00-15:00** Finalising the webinars:
    a) The Call for Service Providers
    b) SME Webinar

• **15:00-16:30** Meeting with local SMEs: Nluxcollection:
    a) Meeting potential service providers
    b) Salmi Platform
    c) Visitlo

• **16:30-17:30** Wrap up the closing of the day

Evidence	Annex
Meeting Minutes	**Annex 8**
Meeting photos	

- SC and QAC meeting (18.10.2023)

Discussed agenda:

• **09:00-10:00** Welcome to Helsinki, Director Ms. Nina Vesterinen, Tourism Director.

- **10:00-11:00** Presentation of WP4. (Haaga-Helia)
    - a) Premilinary Assistance to Selected SMEs on neuromarketing and Digital innovation.

- **11:00-12:00** Presentation of WP5. (ULPGC-TIDES).
    - a) Euro-emotur Digital Hub.
    - b) Meeting with companies.

- **13:00-15:00** SME Webinar (=12:00 – 14:00 CET)
    - a) Technical assistance (Haaga-Helia)
    - b) Chairman & Agenda (partner in charge)

- **15:00-15:30** Launch of Service Provider Call Webinar (= 14:00-14:30 CET).

- **16:00-17:30** Timeline for next steps. Conclusions of the meeting

Evidence	Annex
Meeting Minutes	same minutes. See annex 8
Meeting photos	**Annex 9**
Recording of the Webinar (only audio)	

- **SC and QAC meeting (13.11.2023)**

Discussed agenda:

- **14:00-15:00** EURO-EMOTUR | Next steps - How to fill in the SME Survey

Evidence	Annex
Consortium Meeting invitation	
Meeting photos	**Annex 10**
SMEs Meeting invitation	
Webinar recording	

ANNEXES

Annex 1 – Minutes of GA meeting (22.03.2023)
Minutes of the Meeting in Gran Canaria, 22.03.2023

Place: Headquarter of the University of Las Palmas de Gran Canaria
(Rectorado, Juan de Quesada Street)

Minutes prepared by: Andrea García Zamora (ULPGC)

Participants

No	Name	Partner
1	Sergio Moreno Gil	ULPGC-TIDES
2	Arminda Santana Almeida	ULPGC-TIDES
3	Tatiana David Negre	ULPGC-TIDES
4	Elvira Gonzalo González	ULPGC-TIDES
5	Andrea García Zamora	ULPGC-TIDES
5	Federica Montaguti	CISET
6	Irene Paolinelli	NECSTouR
7	Arran Wiltshire	ETOA
8	Tim Fairhurst	ETOA
8	Kristian Sievers	Haaga-Helia
9	Elisa Laakainen	Haaga-Helia
10	Teemu Moilanen	Haaga-Helia
11	Alan Vella	EISMEA

o 16:05 – 16:15 Welcoming by Mr. Lluís Serra Majem. Rector of the University of Las Palmas de Gran Canaria.
o 16 :05 – 16:20 Introduction by the Euro-emotur Project Coordinator and EISMEA Project Adviser. Mr. Alan Vella
o 16:20 – 17:20 Consortium beneficiaries' presentation.
o 17:20 – 17:50 Initial update and plan for sessions. Mr. Sergio Moreno Gil
o 17:50-18:45 Tourism cluster information (pilot destination – Canary Islands). Mr. Sergio Moreno Gil
o 19:00-19:40 Old Town circular route (rethinking digital transition)
o 19:40-22:00 Networking session and dinner

1. Welcoming by Mr. Lluís Serra Majem. Rector of the University of Las Palmas de Gran Canaria

- Mr. Lluís Serra Majem, Rector of the University of Las Palmas de Gran Canaria gave a warm welcoming to the Euro-emotur Consortium and addressed the importance of the tourism in the islands. He encouraged the Consortium to enjoy this outstanding project. He acknowledged the expertise of the partners on the topic.

2. Introduction by the Project Coordinator and EISMEA Project Adviser (PA).

- The PA explained the programme and the importance for SMEs to grow in the tourism sector.
- The PA emphasised that COSME PROGRAMME promotes competitiveness, digitalization, and sustainability of SMEs. He emphasised the importance of digitalization and the added value of this project as it differentiates from the rest applying neuromarketing and advanced digital technologies.
- The PA encouraged the Consortium to discuss ideas and solve the pending issues during the event.

3. Consortium beneficiaries' presentation

- The University Institute TIDES and the Emoturlab were presented as body structures of the University of Las Palmas de Gran Canaria by the Euro-emotur coordinator. He emphasised the international positioning of TIDES Institute as a research centre in tourism, and also presented its role in the project.
- Mrs Federica presented CISET institution and the work they do related to tourism and business. She also explained CISET's role in the project and the WPs they are involved in.
- Mr. Arran and Tim presented ETOA partner institution and the WP2 they lead.
- Mrs. Irene presented NECSTouR institution, the governance structure, the regions they work with, and the environmental focus of their actual projects.
- The meeting count with three representatives of Haaga-Helia partner institution. They showed a video that sums up the technology they are

focus on (VR technology, etc.) related to tourism. First, they introduced Lab8 and its structure. Lab8 collaborates with SMEs and has several equipment: emotion IA, galvanic skin response, eye tracking, and facial expressions analytics, among others. They introduce FAIR (Finnish Ai region EDIH) which offers services that adapt to the SMEs' needs. Part 2 of their presentation was dedicated to explain briefly their leading role and the WP4.

- Insight from the PA:
The PA expressed that he would like to contribute to the meeting by giving more directions to the project and practical solutions. He suggested to improve the Consortium communication.

4. Initial update and plan for sessions

- The coordinator presented the agenda of the three days (22nd –24th March 2023) and explained each of the activities that were going to be carried out.

5. Tourism cluster information (pilot destination – Canary Islands).

- The coordinator of the project explained the features of the cluster destination and showed data that contribute to understand why the Canary Islands is one of the pilot regions chosen in this project to reach those SMEs. The Canary Islands have a significant heterogeneous group of accommodation establishments, travel agencies and tourism intermediaries.
- There is an insight from ETOA related to "who can apply" in this project and it can apply those SMEs that belong to theN79 Travel agency, tour operator reservation service and related activities: hotels and similar accommodations (etc.)
- There was an insight from the PA, advising the Consortium to stick to what is included in the Call.

The Consortium continued with discussions through their visit to the old quarter of the city.

Attachment

Co-funded by the COSME programme of the European Union

Annex 2 - Minutes of GA meeting (23.03.2023)

Place: Recinto ferial INFECAR. Sala Bandama II

Minutes prepared by: Andrea García Zamora

Participants

No	Name	Partner
1	Sergio Moreno Gil	ULPGC-TIDES
2	Yen Lam González	ULPGC-TIDES
4	Elvira Gonzalo González	ULPGC-TIDES
5	Andrea García Zamora	ULPGC-TIDES
6	Mireya Orellana Morgana	ULPGC-TIDES
7	Moisés Perdomo Sanatana	ULPGC-TIDES
8	Federica Montaguti	CISET
9	Irene Paolinelli	NECSTouR
10	Arran Wiltshire	ETOA
11	Tim Fairhurst	ETOA
12	Kristian Sievers	Haaga-Helia
13	Elisa Laakainen	Haaga-Helia
14	Teemu Moilanen	Haaga-Helia
15	Alan Vella	EISMEA
16	Michelle Perello	Consulta Europa
17	Marta León	Mindfit Holidays
18	Ignacio Poladura	Viajes Insular
19	Óscar Palacios	Canarian Hospitality

20	Elena Miranda	Cabildo de Gran Canaria
21	Pablo Díaz	Cabildo de Gran Canaria

Agenda

- o 09:000 – 09:30 General review of the project current status and future challenges. Mr. Sergio Moreno
- o 09:30 – 10:00 Open session and next steps of the project with the EISMEA PA. Mr Alan Vella.
- o 10:00 – 10:40 Follow-up on the call-status and its promotion (D1.2 "Guidelines for awarding financial support to the third parties (tourism SMEs). Mr. Sergio Moreno and Mr. Arran Wiltshire.
- o 10:40-11:30 Evaluation process (D2.2 "Report on the evaluation and selection process of the Call for tourism SMES. Mr. Arran Wiltshire and Tim Fairhurst and sister project presentation (TOURISME). Ms Michelle Perello.
- o 11:30-12:00 Coffee break
- o 12:00-12:30 Working with SMEs (D3.1 "Methodology for assessing innovation maturity and readiness of tourism SMEs"; D3.2 "Tourism SMEs innovation maturity and readiness assessment tool and guidelines for interviews" and D3.3 "Participant observation protocol"). Ms. Federica Montaguti.
- o 12:30-13:45 Discussion with the tourism SMES and the local industry.
- o 13;45-15:00 Lunch
- o 15:00-15:55 Plan Euro-emotur week: D4.1 "Mapping the emerging technologies business models and tourism industry cases". Mr. Kristian Sievers and WP5 Eurp-emotur digital hub D5.3 "EURO-EMOTUR transational matchmarking events plan" and presentation. Mr. Sergio Moreno
- o 15:55-16:10 Q&A

0. Welcome to the event by Pablo Llinares, Managign Director from Turismo de Gran Canaria del Cabildo de Gran Canaria:

- Pablo Llinares opens the session and gives a warm welcome to the Euro-emotur Consortium.

1. General Review of the project: current status and future challenges:

- Coordinator briefly explained the agenda of 23rd.
- Coordinator explained the governance structure (WP leaders and Advisory Board and its quality and showed a video from the AB members to greet the Consortium that composed Euro-emotur project.
- Coordinator explained the future of the project (WP, monitoring, deliverables approved, rejected and pending (see attachment 1)

- Coordinator explained the achievements of the project (launch of the website, corporate identity, social media, incorporation of the new partner "Cabildo de Gran Canaria". There is a need to reinforce internal communication and external communication.
- Coordinator explained the replacement of the OTC.VICTUR process (withdrawal letter; acceptance from all the partners, acceptance letter from the new partner; declaration of no costs; ULPGC requested the offsetting amount to OTC.VICTUR (81.761,17€) and is carrying out the amendment's procedure.
- ULPGC-TIDES received extra amount to compensate the activities carried out by them and that were supposed to be done by the former partner. The new partner will receive some budget to carry out the different tasks from the WP6. A bilateral meeting will result on the agreement of the final amount to distribute between Cabildo Gran Canaria and ULPGC-TIDES. If possible, the coordinator suggested to increase the travel budget for all the partners and the external communication budget (for SMES) to ETOA.

2. **Open session and next steps of the project with the EISMEA PA:**

- PA encourage to the Consortium to discuss by "when" the pending deliverables are due to, considering the new timeline. A new slot to discuss this issue was added in the afternoon.
- It has been approved the territorial justification. PA advised spreading the scope in Finland.
- PA advised CISET to spread the regional scope to at least three regions to succeed with the call.
- The Consortium agreed on keeping 3 pilot regions: Canary Islands, Veneto and Finland.
- Amendments affect all the issues and steps, and we must proceed like this: write the amendment, submit the request and wait for the approval.
- PA advised again the need to specify the timeline.
- D1.8 Consortium Agreement. There is a need to wait for the approval of the amendment before submitting the deliverable because the new partner (Cabildo de Gran Canaria) needs to sign it.
- There is a discussion on when the call can be launched considering the current situation, the need to include a public organization in the consortium, the amendment process, and the budget allocation.
- PA recommended changing the partner if there is procrastination because there is a need to decide about the budget and know how it is going to be allocated. Otherwise, Euro-emotur Consortium cannot move forward with the Call and project. "Cabildo de Gran Canaria" will be contacted to speed up the process. A deadline will be established to make a final decision on the budget allocation.

3. Follow-up on the call-status and its promotion (D1.2 "Guidelines for awarding financial support to the third parties (tourism SMEs) and sister project presentation (TOURISME). Ms Michelle Perello:

- The deadline for contributing with the amendments is **10th April** to send any changes to be included in the amendments.
- The PA recommended the Euro-emotur Consortium cannot the launch call until it closes the procedure to incorporate the new partner and decide how is going to take care of the budget.
- It is necessary to indicate the budget according to the pilot destinations. It is advised to review other projects such as Tourinn act, Digitour.
- To move forward it is necessary to know where the FSTP is going to be allocated.
- ULPGC-TIDES will meet the Cabildo de Gran Canaria to sign a commitment document where Cabildo de Gran Canaria assumes the management of the budget and the WP6.
- The budget changes must be shown in the amendments.
- A decision must be taken related to the budget allocation. The PA advised waiting till next week to solve it out.
- The call needs to be open for at least 2 months.
- Certain points are clarified in version 1.7 of the D1.2 "Guidelines for awarding financial support to the third parties (tourism SMEs)": territorial justification and the role of the digital hub in this project.
- The evaluation process must be considered in order to move forward with the call.
- It is suggested that the launch of the call can be released by 26th April.
- Next Friday 30.03.2023, D1.2 will be submitted to the ESIMEA.

3.1. Sister project presentation (TOURISME). Ms Michelle Perello:

- Sister project showed its project the activities they have carried out such as training activities, matchmaking activities and certifications.
- CEO of Consulta Europa advised not underestimating the difficulty of recruitment SMEs and recommended direct contact and monitoring them.
- CEO of Consulta Europa gave tips for recruitment: wide dissemination, give very clear instructions to develop a simple application form.
- CEO of Consulta Europa gave tips for the evaluation. She recommended at least two people. TOURISME project used a planning system to avoid any conflict of interest. CEO of Consulta Europa advised being sure what the SMEs need to carry the activities.
- CEO of Consulta Europa commented TOURISME Call. She recommended thinking carefully about the content of the Call and avoid too much detailed level of rules, boundaries etc.

- The role of Consulta Europa TOURISME was organising the training and matchmaking.

4. Working with SMEs (D3.1 "Methodology for assessing innovation maturity and readiness of tourism SMEs"; D3.2 "Tourism SMEs innovation maturity and readiness assessment tool and guidelines for interviews" and D3.3 "Participant observation protocol"). Ms. Federica Montaguti:

- CISET explains the situation with deliverable D3.1 "Methodology for assessing innovation maturity and readiness of tourism SMEs". This is going to be reworded to be less theoretical and to be submitted on 20.04.2023.
- CISET explains the situation with D3.2 "Tourism SMEs innovation maturity and readiness assessment tool and guidelines for interviews". Feedback with the questionnaire has been given and CISET has to include and submit it on 20.04.2023

5. Discussion with tourism SME and the local industry:

- Starts the presentation of the invited SMEs "Viajes insular". The managing director (Ignacio Poladura) focus on the main importance of travelling in the Canary Islands and the projects they are leading related to the digital ecosystem. CISET asked if they have a digital provider, and the SME is working on it developing the technology inside the house rather than looking for a digital service provider.
- "Mindfit holidays" (Marta León) presented its SMEs and exposed its digital needs such as web positioning, system integration, redesigning internal processes etc.
- A video from "Canarian hospitality" (Óscar Palacios) is shown and this SME is presented as well as its vision of their digitalization needs.

6. Euro-emotur week: D4.1 "Mapping the emerging technologies business models and tourism industry cases". Mr. Kristian Sievers and WP5 Eurp-emotur digital hub D5.3 "EURO-EMOTUR transitional matchmarking events plan" and presentation. Mr. Sergio Moreno.

- Haaga-Helia started presenting its Deliverable "D4.1 Mapping the emerging technologies, business models and tourism industry cases". The approach is going to be practical. This deliverable combines neuromarketing and artificial intelligence. Haaga-Helia has compiled the technologies related to neuromarketing and consumer behaviour. Top insights to take into account is to track customer behaviour: health hub etc. the consortium acknowledges the value of this work.

- The role of the digital hub included in the WP5 is briefly explained and is going to be a digital interface to connect SMEs between them and to share synergies and needs with labs, technological providers, etc.
- The new timeline is discussed and set.
- A practical visit to the Emoturlab is conducted, with presentations of the different neuromarketing techniques: eye tracking, face coding, EEG, content analyses, virtual reality.

7. Q&A

- Dates for the submission of the deliverables have been set.

Attachment

Timeline

N° Deliverable	Title	WP	Internal sharing date for partners' feedback	Submission date to EISMEA
D1.2	Guidelines for awarding financial support to third parties (tourism SMEs).	WP1	27-03-2023	30.03.2023
D4.1	Mapping the emerging technologies, business models, and tourism industry.	WP4	31.03.2023	13.04.2023
D1.1	Technical progress report to the EC.	WP1	10.04.2023	17.04.2023
D3.1	Methodology for assessing innovation maturity and readiness of tourism SMEs.	WP3	13.04.2023	20.04.2023
D3.2	Tourism SMEs innovation maturity and readiness assessment tool and guidelines for interviews	WP2	13.04.2023	20.04.2023
D6.3	Marketing Campaign Plan.	WP6	14.04.2023	19.05.2023
D1.8	Consortium Agreement	WP1	24.05.2023	31.05.2023
D2.2	Report on the evaluation and selection process of the Call for tourism SMEs.	WP2	24.07.2023	31.07.2023
D3.4	Report on the digital tools used by SMEs, digital content produced, and their online performances.	WP3	21.09.2023	28.09.2023
D3.5	Report on the SMEs pool situation in terms of maturity and readiness to adopt innovation	WP3	05.10.2023	12.10.2023

Annex 3 - Meeting recording, meeting photos and meeting invitation of GA meeting (18.04.2023)

- [Recording link](#)
- Meeting photos

Meeting_18th_April_2023

Meeting_18th_April_2023

- **Meeting invitation**

Consortium meeting

Traducir mensaje a: Español | Nunca traduzca de: Inglés

Emotur Lab en nombre de EURO-EMOTUR
Para: Emotur Lab; MONTAGUTI Federica; MINGHETTI Valeria; ciset; Sergio Moreno Gil; Patricia Picazo Peral; TATIANA DAVID NEGRE; Arminda Almeida Santana; Carmelo Javier León González; **y 11 más**

Jue 13/04/2023 13:25

Consortium meeting

Mar 18/04/2023, 'de' 12:00 a 13:00   Sin conflictos

Microsoft Teams Meeting

Responder a este evento

☑ Enviar correo electrónico al organizador

Agregar un mensaje (opcional)

✓ Sí   ? Tal vez   ✕ No   🕐 Proponer nueva hora ⌄

To discuss about the Call

_____

Microsoft Teams meeting

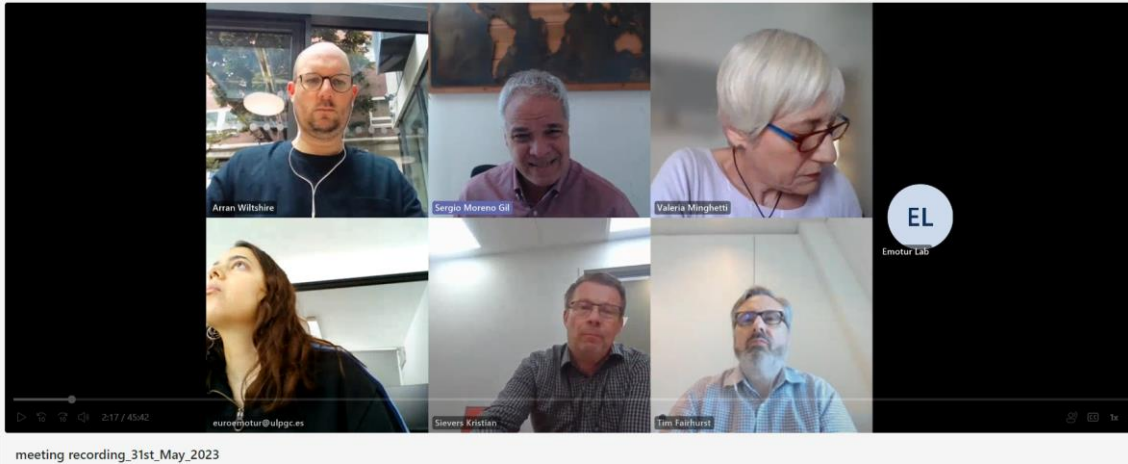**Join on your computer, mobile app or room device**
Click here to join the meeting

Meeting ID: 395 095 484 753
Passcode: aen2Xw
Download Teams | Join on the web

Learn More | Meeting options

_____

Annex 4 – Meeting recording, meeting Photos and meeting invitation of GA meeting (31.05.2023)

- <u>Recording link</u>
- Meeting photos

meeting recording_31st_May_2023

meeting recording_31st_May_2023
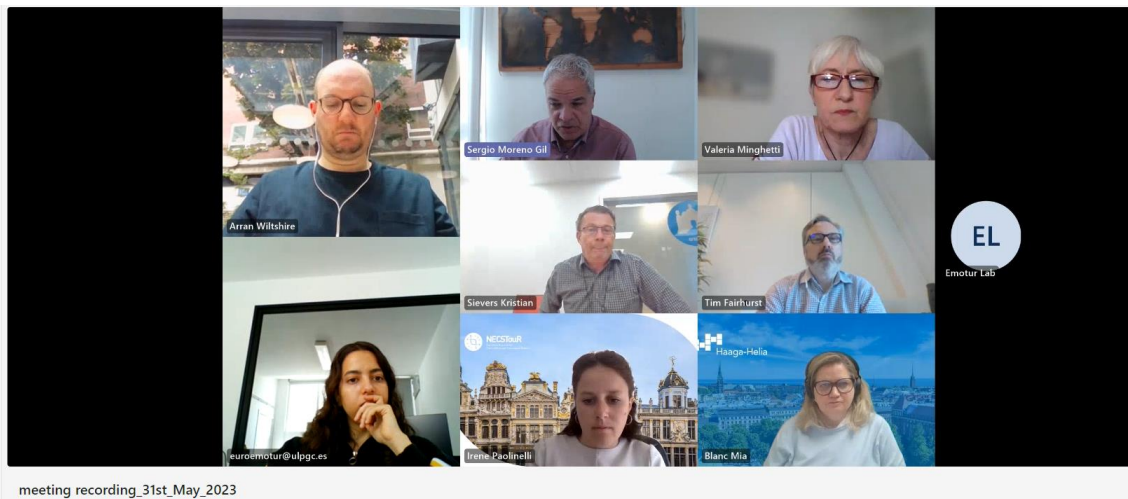
- ### Meeting invitation

Consortium Meeting related to the launch of the Call

Este evento ocurrió el **hace 6 meses** (Mié 31/05/2023, 'de' 9:00 a 9:30)

Microsoft Teams Meeting;
Reunión de Teams

Emotur Lab en nombre de EURO-EMOTUR le ha invitado Aceptados: 5, Rechazados: 1, 12 sin respuesta

Mensajes	Detalles de la reunión

To discuss about the Call:

a) List of service providers

b) Duration of the call (2 or 3 months...), considering we will launch it in June

_____

Microsoft Teams meeting

Join on your computer, mobile app or room device
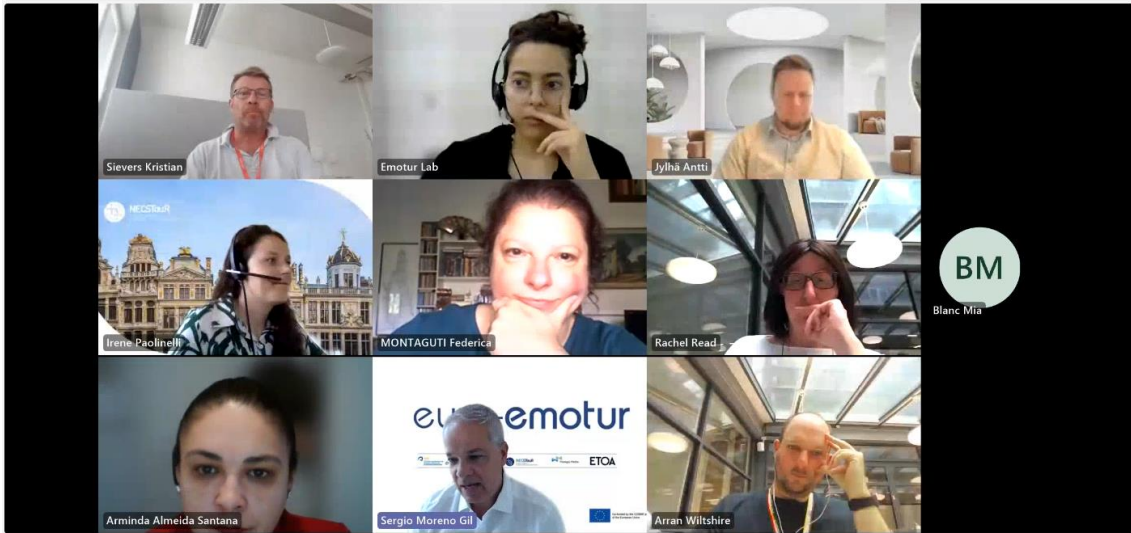Click here to join the meeting

Meeting ID: 340 416 827 456
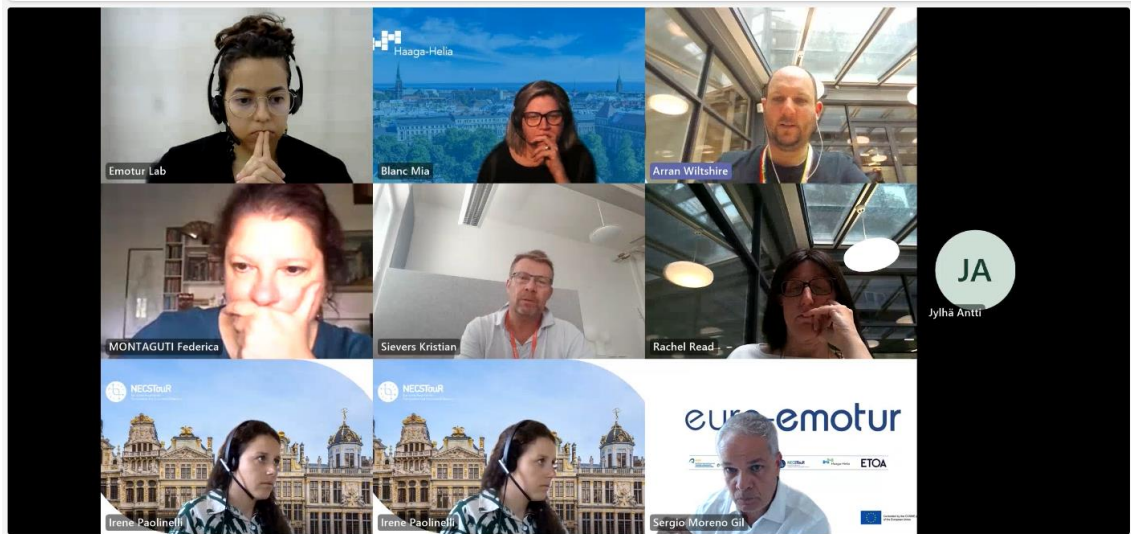Passcode: SbsheX
Download Teams | Join on the web

Learn More | Meeting options

Annex 5 – Meeting recording, meeting photos and meeting invitation of GA meeting (20.06.2023)

- <u>Recording link</u>
- Meeting photos

Meeting_20th_June_2023

Meeting_20th_June_2023

Co-funded by the COSME programme
of the European Union

- ## Meeting invitation

Consortium Meeting

Este evento ocurrió el **hace 6 meses** (Mar 20/06/2023, 'de' 9:00 a 10:00)

Microsoft Teams Meeting;
Reunión de Teams

Emotur Lab en nombre de EURO-EMOTUR le ha invitado Aceptados: 7, Provisionales: 1, Rechazados: 1, 11 sin respuesta

37

Mensajes   **Detalles de la reunión**

- Discuss about the promotional of the Call
- Discuss how to conduct the international webinar
- Discuss how to deal with the Vouchers

Microsoft Teams meeting

Join on your computer, mobile app or room device
Click here to join the meeting

Meeting ID: 336 610 654 242
Passcode: kNHbJp
Download Teams | Join on the web

Learn More | Meeting options

Annex 6 – Meeting recording, meeting minutes and meeting invitation of GA meeting (11.12.2023)

- [Recording link](#)

Minutes of the Meeting 11.12.2023

Place: TEAMS Platform

Minutes prepared by ULPGC-TIDES

38

Participants

No	Name	Partner
1	Sergio Moreno	ULPGC-TIDES
2	Patricia Picazo	ULPGC-TIDES
3	Valeria Cabra	ULPGC-TIDES
4	Arran Wiltshire	ETOA
5	Tomaso Comazzi	NECSTouR
6	Kristian Sievers	Haaga-Helia
7	Anu Lehtinen	Haaga-Helia
8	Federica Montaguti	CISET
9	Clara Morales	Turismo de Gran Canaria

Agenda

o From 14:00 to 14:10. Update of the project. ULPGC-TIDES

Introduction of Valeria Valentina Cabra Flórez.

o From 14:10 to 14:20. D2.2 "Report on the evaluation and selection process of the Call for tourism SMEs". ETOA

o From 14:20 to 14:30. Survey results and self-assessment tools. CISET

o From 14:30 to 14:40. D4.2 "Summary reports delivered to SMEs with the main conclusions and recommendations". Haaga-Helia.

o From 14:40 to 14:45. D5.2 "EURO-EMOTUR Campus Structure". ULPGC-TIDES.

o From 14:45 to 14:55. D6.5 "EURO-EMOTUR HUB launch and maintenance". TURISMO DE GRAN CANARIA and ULPGC-TIDES

o From 14:55 – 15:00. Q&A

1. **Update of the project**

The coordinator made an update of the project. The coordinator informed of the progress of the project and future actions:

- Call for Service provider publication.
- Launching of the newsletter (every three months).
- Presentation of the project on Wednesday 13th in Gran Canaria at "El impulso de la transformación digital del sector turístico a través del Plan de Recuperación, Transformación y Resiliencia" event
- A small payment that will be made by the end of December to the Consortium according to the new repartition of the budget under AMD.
- As a gentle reminder, the coordinator said that the Consortium pays SMEs and SMEs pay Service providers.
- Submission of this week of the D5.1 "Education & Training Programme of EURO-EMOTUR CAMPUS" to the platform.
- There is a need to have clear guidelines on how to proceed with the SMEs on the funding aspects.
- The coordinator reminded the Consortium members to upload all the documentation on the TEAMS platform for the December backup.

The new member (Valeria Cabra) introduced herself to the Euro-emotur team.

2. **Report on the evaluation and selection process of the Call for tourism SMEs**

ETOA informed of the situation of the selection process and the only that has not been processed is "Villa retreats".

- A Greek SME (Clio Muse) dropped out.
- A Finnish SME (Oy Mandala Travel Ltd) dropped out due to it was already participating in another project.
- A Spanish SME (Flateli SL) dropped out.
- A new SME will be included to reach the 100 SMEs.

- A new deadline has been established for D2.2 "Report on the evaluation and selection process of the Call for tourism SMEs" delivered on 25.12.2023 and a report about SMEs information will be sent by ETOA to the AB members by the end of December.

The project Consortium is currently working with 99 SMEs.

3. Survey results and self-assessment tools

CISET informed the situation of the questionnaire. From the desk analysis, CISET needed more information and details. CISET sent the guidelines for the interview and if there are no comments it will be considered the final version. CISET underlined at the meeting that interviews would be conducted with 20 SMEs out of the cluster.

24th January 2024 deadline for the interviews for each cluster.

4. Summary reports delivered to SMEs with the main conclusions and recommendations

Haaga-Helia stated that it was working on D4.2, "Summary reports delivered to SMEs with the main conclusions and recommendations," and would send the structure of the report before Christmas

5. EURO-EMOTUR Campus Structure

ULPGC-TIDES informed about the deliverable D5.2 "EURO-EMOTUR Campus Structure" and explained the index of the report and it will be shared on 28.12.2023.

6. EURO-EMOTUR HUB launch and maintenance

ULPGC-TIDES updated about the D6.5 "EURO-EMOTUR HUB launch and maintenance". This deliverable will be shared with the Consortium on 22.12.2023. Two main aspects of this deliverable were commented: web structure for the hub and communication and dissemination of the launch of the Hub.

7. Q&A

Next Consortium meeting on 09.01.2024 at 14:00-16:00 CET

Annex

- Meeting invitation

Consortium Meeting 11th at 14:00 CET

Este evento ocurrió el **Hace 1 semana** (Lun 11/12/2023, 'de' 13:00 a 14:00)

Microsoft Teams Meeting;
Reunión de Teams

Emotur Lab en nombre de EURO-EMOTUR le ha invitado Aceptados: 8, Provisionales: 1, 14 sin respuesta

Mensajes   **Detalles de la reunión**

42

Microsoft Teams meeting

Join on your computer, mobile app or room device
Click here to join the meeting

Meeting ID: 352 961 353 628
Passcode: 3NoWn3
Download Teams | Join on the web

Learn More | Meeting options

Annex 7 – Recording meeting, meeting minutes and meeting PPT of GA meeting (09.01.2023)

- [Recording link](#)
- [Meeting PPT](#)

Minutes of the Consortium meeting, 09/01/2024

Place: TEAMS

Minutes prepared by Andrea G. Zamora (ULPGC-TIDES)

Participants

No	Name	Partner
1	Sergio Moreno Gil	ULPGC-TIDES
2	Valeria Cabra	ULPGC-TIDES
3	Patricia Picazo Peral	ULPGC-TIDES
4	Arran Wiltshire	ETOA
5	Eduardo Reyes	TGC
6	Paula Schlueter	TGC
7	Elena Miranda	TGC
8	Federica Montaguti	CISET
9	Valeria Minghotto	CISET
10	Kristian Sievers	HAAGA-HELIA
11	Anu Lehtinent	HAAGA-HELIA
12	Elisa Laaatikainen	HAAGA-HELIA
13	Tomaso Comazzi	NECSTouR

Agenda

- From 14:00 to 14:10. Update of the project. ULPGC-TIDES
- From 14:10 to 14:20. D2.1 "Report on the process results, submissions and awards granted". ETOA
- From 14:20 to 14:35. Interview progress and D3.4 "Report on the digital tools used by SMEs, digital content produced, and their online performances" and D3.5 "Report on the SMEs pool situation in terms of maturity and readiness to adopt innovation". CISET
- From 14:35 to 14:45. D4.2 "Summary reports delivered to SMEs with the main conclusions and recommendations", D4.3 "Report on customized mentoring actions and implemented activities" and D4.4 "Summary report integrating the analysis of the sample, general evaluation of their current status and viable opportunities for digital development". Haaga-Helia.
- From 14:45 to 14:55. D5.2 "EURO-EMOTUR Campus Structure" and D5.3 "EURO-EMOTUR transnational matchmaking events Plan". ULPGC-TIDES.
- D6.2 "Corporate Identity Report". TURISMO DE GRAN CANARIA and ULPGC-TIDES

o   From 14:55 – 15:00. Q&A

8.   **Update of the project. ULPGC-TIDES.**

Project Coordinator highlighted the Euro-emotur deliverables 2024 and its new deadlines (till February):

- The Project Coordinator stated that D1.5 Report on the General assemblies and steering committee meetings was going to be submitted to the platform.
- Euro-emotur project got two rejections: D2.2 Report on the evaluation and selection process of the Call for tourism and D6.5 Euro-emotur Hub launch and maintenance (this last one has been already submitted).
- University of Las Palmas de Gran Canaria continued with the partners' payment and the coordinator asked to the Consortium for acknowledgement of payment.
- The coordinator reminded to the Consortium to fill the financial report template (FRT).
- Questions from CISET: they asked if necessary to include the personal costs to the FRT.
- Coordinator encouraged the Consortium to share and promote the project if there is opportunity.

9.   **D2.1 "Report on the process results, submissions and awards granted". ETOA.**

- ETOA said That D2.1 "Report on the process results, submissions and awards granted" was going to be ready as soon as they could be thus, they had to reword D2.2 "Report on the evaluation and selection process of the Call for Tourism".

- The coordinator stated that the Call for Service Providers had received 8 applications.

- Haaga-Helia asked what the procedure was to inform the service provider that it had been selected. 15 days after application if they are selected, they will receive a confirmation message. ULPGC will reply to the submissions.

10. **Interview progress and D3.4 "Report on the digital tools used by SMEs, digital content produced, and their online performances" and D3.5 "Report on the SMEs pool situation in terms of maturity and readiness to adopt innovation". CISET.**

CISET stated that the analysis of the questionnaire was almost done and related to the interviews from CISET's side which had been done -17 from Italy.

ULPGC-TIDES had been conducting 15 out of 20 interviews from cluster Canarias and SMEs from Spain Mainland.

Haaga-Helia has been conducting 5 interviews and they will end the interviews by 22nd January.

The coordinator said that the 3 labs will have a meeting by February to discuss how to proceed with the SMEs on the analysis.

11. **D4.2 "Summary reports delivered to SMEs with the main conclusions and recommendations", D4.3 "Report on customized mentoring actions and implemented activities" and D4.4 "Summary report integrating the analysis of the sample, general evaluation of their current status and viable opportunities for digital development". Haaga-Helia**

Haaga-Helia reminded the deadlines of the deliverables: D4.2 "Summary reports delivered to SMEs with the main conclusions and recommendations" (29th March); D4.3 "Report on customized mentoring actions and implemented activities" (30th April) and D4.4 "Summary report integrating the analysis of the sample, general evaluation of their current status and viable opportunities for digital development" (31st May).

Related to the data Haaga-Helia's analysis they stated that would be by 15th March.

12. **D5.2 "EURO-EMOTUR Campus Structure" and D5.3 "EURO-EMOTUR transnational matchmaking events Plan". ULPGC-TIDES.**

The coordinator reminded the Consortium that the deadline for the internal feedback on this deliverable was 15th January.

Related to the D5.3 EURO-EMOTUR transnational matchmaking events Plan the coordinator suggested April (22nd -24th) as the month to make the matchmaking event.

Meeting in February of 15-30' to discuss the matchmaking event.

The coordinator shared index from D5.2 and D5.3

Index of the deliverable (5.2):
1. Introduction
2. Operation of the Euro-emotur platform (TEAMS)
3. Hierarchical structure of content
4. Technologies utilized
5. Organizational structure
6. KPIs

Index of the deliverable (5.3):
1. Introduction
2. Plan Overview
3. Event Calendar
4. Process: Matchmaking Methodology and Participation
5. Event details
6. Logistics
7. Evaluation
8. Communication
9. Conclusions

13. D6.2 "Corporate Identity Report". TURISMO DE GRAN CANARIA and ULPGC-TIDES.

The coordinator highlighted that this deliverable is an evaluation of the brand identity of the project.

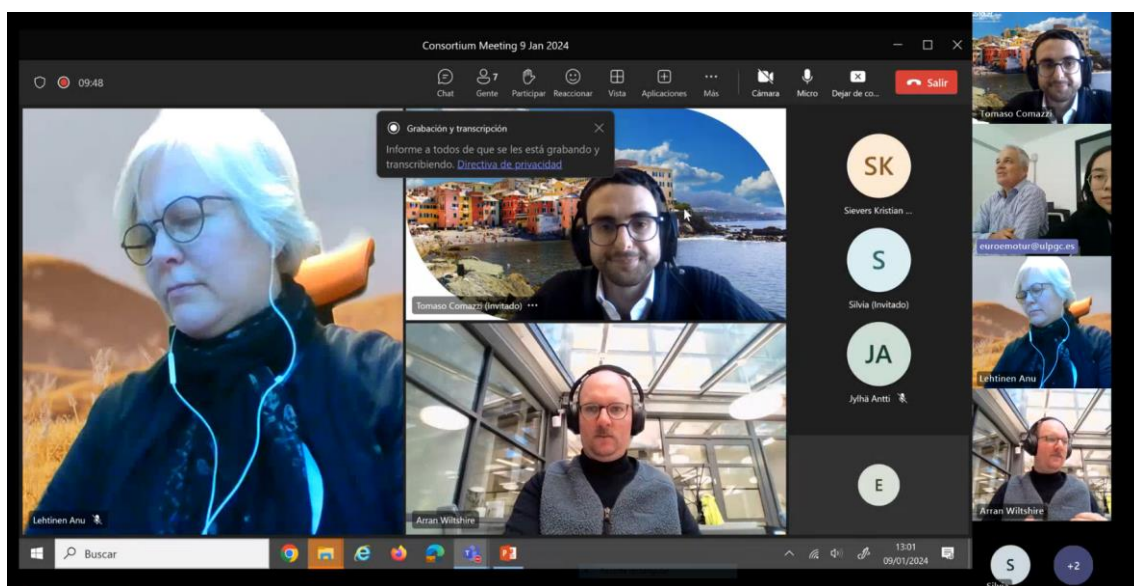The coordinator shared index from D6.2:
1. Introduction
1.1 WP6 and deliverable scope
1.2 Project brand guide
2. Use of project corporate identity
3. Perceptions of the corporate identity
3.1 Brand awareness / 3.2 Brand outreach
4. Conclusions

14. . Q&A

Next meeting 27th February at 14:00 CET

Annex

Annex 8 – Minutes SC and QAC meeting (17.10.2023)
Minutes of the Euro-Emotur Week, Consortium Meeting

Date: 17th October 2023, Meeting 9:00-16:00

     18th October 2023, Meeting 9:00-16:00

Place: Haaga-Helia / Haaga campus @ Pajuniityntie 11, 00320 Helsinki

Minutes prepared by Anu Lehtinen (HAAGA-HELIA)

Participants

No	Name	Partner
1	Sergio Moreno Gil	ULPGC-TIDES
2	Arran Wiltshire	ETOA
3	Kristian Sievers	HAAGA-HELIA
4	Elina Moreira Kares	HAAGA-HELIA
5	Anu Lehtinen	HAAGA-HELIA
6	Mia Blanc	HAAGA-HELIA
7	Federica Montaguti	CISET
8	Paula Schlueter Parrilla	TURISMO DE GRAN CANARIA

Summary

Euro-Emotur's third Consortium meeting took place on October 17-18 2023 as a face to face meeting attended by 8 participants representing the 5 beneficiaries (ULPGC-TIDEA, ETOA, HAAGA-HELIA, CISET and TURISMO DE GRAN CANARIA). The main objective of this meeting was to discuss the results of the SME call, evaluation of the applicants, and next steps for all Work Packages. During the 2-day meeting, each partner presented the current situation and next steps for the WP they are in charge of. As part of the meeting there was a Webinar for all applicant SMEs to clarify the next steps regarding the Results and awarding the Vouchers.

Agenda / 17th - 18th October 2023

1. Updates of WP1 Project management and Coordination (ULPGC-TIDES)
2. Presentation of WP2 Selection, evaluation and engagement with SMEs (ETOA)
3. Presentation of WP3 SME Anamnesis, Diagnostics and Assessment (CISET)
4. Presentation of WP4 Preliminary Assistance to Selected SMEs on neuromarketing and Digital Innovation (HAAGA-HELIA)
5. SME Webinar (= 12:00 – 14:00 CET)
6. Presentation of WP5 Euro-Emotur Digital Hub (ULPGC-TIDES)
7. Visitors during the Euro-Emotur meeting

1. WP1 Project management and coordination

Sergio Moreno Gil opened the Euro-Emotur week in Helsinki with a brief overview of the work ahead in the coming days. It was agreed that the minutes of the two-day meeting will be compact and include decisions reach during the discussions.

Decisions: Next Consortium Meetings
- 30th Oct 2023, 10-12 CET, Teams, Evaluation of the SME application scoring results (+ Advisory Board to be invited to the Teams meeting)
- 13th Nov 2023, 14-16 CET, Teams, Webinar (topic: How to fill in the SME Survey) + Consortium Meeting after
- 11th Dec 2023, 14-16 CET, Teams, Consortium Meeting
- 9th Jan 2024, 14-16 CET, Teams, Consortium Meeting

In addition to the decisions, there was preliminary discussion about
- Feb 2024, possibility for Consortium Meeting in Venice or Brussels
- Dec 2024, Euro-Emotur Week / Final Seminar, Gran Canarias

2. WP2 Selection, evaluation and engagement with SMEs

Arran Wiltshire presented the situation of the SME applications, evaluation documents and procedure of the selection. SME Applicant scoring sheet has been provided for all partners as results of the evaluation will be saved on the common Excel. All partners will use the Award Criterion. Three companies were evaluated jointly in order for all the commit to the same procedure.

Decisions: The agreed timetable and country division for the evaluation is:
- by 27th Oct 2023, scoring the SME applications
  - ULPGC-TIDES will score ES + PT applications
  - HAAGA-HELIA will score FI + LT applications

- o CISET will score Italian applications
- o ETOA will score the rest

- on 30th Oct 2023, 10-12 CET, Teams meeting for evaluating the results
- on 9th Nov 2023, Announcement of the SME Selection Results

Advisory Board will be invited for both Teams meetings on 30th Oct 2023 for Selection of the SMEs and 9th Nov 2023 for Announcement of the SME Selection Results.

Service Provide CALL will be opened for 15 Nov 2023 – 29th Feb 2024

3. WP3 SME Anamnesis, Diagnostics and Assessment

Federica Montaguti presented the Survey and Analysis forms for the assessment of the SMEs. SMEs will be provided with a link to complete the survey

Decisions:
- 9th Nov 2023, Jointly with the SME Selection Results, a Survey link provided by CISET will be sent to the SMEs. The estimated time to fill in the survey is 45 mins.
- 13th Nov 2023 @ 14 CET, Webinar, topic: How to fill in the Euro-Emotur SME Survey
- 24th Nov 2023, Deadline for SMEs for completing the survey
- 1st Dec 2023, Reserve deadline for SMEs for completing the survey

The selected SMEs will be interviewed in December / January by the WP2 country division.
- Results D3.4 Ready by end February 2024
- Results D3.5 Ready by mid-March 2024
- Results D3.4 Ready by mid-April 2424

4. WP4 Assistance to SMEs on Neuromarketing and Digital Innovation

Elina Moreira Kares presented the research plan for selected SMEs. The Content Analysis of web pages and social media of the selected 100+ SMEs was agreed to be completed first in order to recommend the steps for research and development for each SME.

Decisions:
- end Dec 2023: Content Analysis of all selected SMEs (web + social media)
- January 2024: Piloting of research with 2 FI + 2 ES + 2 IT SMEs
    - o HAAGA-HELIA to provide the pilot research protocol
- February & March 2024: The Research completed for all selected SMEs
    - o HAAGA-HELIA / 40 SMEs
    - o ULPGC-TIDES / 40 SMEs
    - o CISET / 20 SMEs

o A research report written for each SME
o HAAGA-HELIA will provide a template for the SME reports
- Some of the SMEs are to be selected as Case Studies. These would be showcases for Best Practises or Good Examples.

5. SME WEBINAR

Webinar for the applicant SMEs was conducted on 18th Oct 2023 @ 12-12.35 CET. Link to the Teams Webinar was sent to all applicants. The audio recording of the Webinar was posted afterwards on ETOA site. Content included timeline for selection, path to the financial support, aims and benefits for participation to Euro-Emotur the SMEs.

6. WP5 Euro-Emotur Digital Hub

Sergio Moreno Gil presented the preliminary structure of the Euro-Emotur Hub.

Decisions:
- Video intros of the Methods used in the SME research would be good approach – to be included: Intro, Additional Info & Examples
- Hub would contain the schedule for Training sessions: Content & Date
- Two Matchmaking Events will be organised
    o time to network for SMEs, as well as Service Providers
    o preliminary suggestion of form: Webinar with breakout rooms
    o ETOA agreed to arrange the matchmaking events
- Euro-Emotur SME Award to be announced in Dec 2024 in Final Seminar
- All SME applicants and Service Providers will be invited to use and participate to the Hub
- Additional SMEs, service providers, Labs, Research Centres and other projects will be invited to participate to the Hub

7. Visitors during the Euro-Emotur meeting

Some entrepreneurs representing the Finnish applicant SMEs, possible service providers and research collaborators were invited to give short introduction to their business. These were:

Ms Hanna Kallioniemi, n*LuxCollection
Mr Teemu Tuomarla, Haltia Lake Lodge
Ms Hanne Tohmo, Harriniva
Mr Saku Määttä, Salmi Platform
Ms Nina Vesterinen, Tourism Director, City of Helsinki
Mr Juha Tahvonen and Ms Susanna Jänkälä, Visitlo
Mr Nelson Manuel da Silva de Matos, Research Centre CinTurs

- **Meeting photos**

Annex 9 – Photos and meeting recording (only audio) of SC and QAC meeting (18.10.2023)

- [Recording meeting](#)
- Meeting photos

Annex 10 - Meeting invitation, meeting photos, SME meeting invitation and webinar recording of SC and QAC meeting (13.11.2023)

- **Recording link**
- Meeting invitation

How to fill in the Euro-Emotur SME Survey

Este evento ocurrió el **Hace 1 mes** (Lun 13/11/2023, 'de' 13:00 a 14:00)

Microsoft Teams Meeting;
Reunión de Teams

Emotur Lab en nombre de EURO-EMOTUR le ha invitado Aceptados: 6, 14 sin respuesta

Mensajes   Detalles de la reunión

54

Microsoft Teams meeting

Join on your computer, mobile app or room device
Click here to join the meeting

Meeting ID: 324 573 742 897
Passcode: eE7fV5
Download Teams | Join on the web

Learn More | Meeting options

- Meeting photos

EURO-EMOTUR | Next steps - How to fill in the SME Survey

- SME meeting invitation

Arran Wiltshire <awiltshire@etoa.org>
Para: euroemotur@ulpgc.es; Sergio Moreno Gil; Patricia Picazo Peral; TATIANA DAVID NEGRE; Arminda Almeida Santana; Carmelo Javier León González; y 13 más

Lun 13/11/2023 12:19

Good afternoon all,

We will be broadcasting the SME webinar in 45mins via Zoom – please find below the link to join if you'd like to watch along. We'll use this link for the webinar then I suggest using the Teams link below/in our diaries for the consortium meeting.

See you shortly:

> When: Nov 13, 2023 02:00 PM Brussels
> Topic: EURO-EMOTUR | Next steps - How to fill in the SME Survey
> Register in advance for this webinar:
> https://us06web.zoom.us/webinar/register/WN_ZPlbirSxSIStYydLPJR7yQ

@MONTAGUTI Federica do let me know when you want to go online on the zoom ahead of the broadcast – 1345 is probably a safe bet.

Cheers,

Arran

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Annex 11 – List of bilateral meeting celebrated in the period

	Type of meeting	Date	Place and topic	Timeline	Duration
1	Bilateral meeting: ULPGC-TIDES and ETOA	24.02.2023	TEAMS platform (online) Discussion on the Call for SMEs	12:30-13:30 CET	1h
2	Bilateral meeting: ULPGC-TIDES and Turismo de Gran Canaria	17.11.2023	TEAMS platform (online) Discussion on WP6	12:00-13:00 CET	1h
3	Bilateral meeting: ULPGC-TIDES and Haaga-Helia	12.12.2023	TEAMS platform (online) Discussion on the web and social networkd analysis related to WP4	14:00-15:00 CET	1h