



Be.CULTOUR Call for proposals

Innovative circular cultural tourism solutions Hackathon and acceleration opportunity

Reference: Terms and conditions

Be.CULTOUR Pilot Heritage Sites:

- Vulture-Alto Bradano area, Basilicata Region, Italy
- The cultural park of Rio Martin, Teruel province, Aragon region, Spain
- Larnaca rural cultural landscape, Larnaca Region, Cyprus
- Forsvik and Rydal Industrial Heritage Sites, Västra Götaland Region, Sweden
- Bač, Sremski Karlovci and Irig in Vojvodina Region, Serbia
- The Route of Stephan the Great and Saint, North-East Romania – Moldova cross-border area

Innovation areas:

- Rural Co-living
- Sensorial Heritage Experience
- Contemporary Meanings of Heritage
- Spiritual Travel experience
- Nature As Heritage
- Industrial Heritage Experience
- Transformative travel
- Remote Working Destination
- Proximity Travel
- Post-cultural tourism

Deadline for submission of application:

May 2nd 2022 at 18:00 (CET)



Be.CULTOUR Call for proposals

Terms and conditions

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1. INTRODUCTION

In the frame of the Horizon 2020 funded project ‘Beyond Cultural Tourism (Be.CULTOUR)’, Haute Ecole ICHEC - ECAM – ISFSC (hereinafter abbreviated as ICHEC) is opening a call for passionate innovators to shaping the future of cultural tourism in six European regions: Basilicata (Italy), Aragon (Spain), Larnaca (Cyprus), Vojvodina (Serbia) and the cross-border area of North-East Romania and Moldova.

19 applications will be selected to participate in Be.CULTOUR Hackathon which will take place in Brussels from 7 to 9 September 2022.

Selected applicants will be given the opportunity to access the Be.CULTOUR Accelerator, a training programme of 4 months in which they will have the possibility to develop their innovative solutions to a close-to-market stage.

Starting from the challenges linked to the targeted deprived, remote or over-exploited areas, the selected participants will develop circular cultural tourism services and/or products that will focus on creating attractive destinations taking into account post COVID-19 pandemic scenarios.

1.1 BACKGROUND

ABOUT Horizon 2020 Be.CULTOUR PROJECT

Be.CULTOUR stands for ‘Beyond CULTural TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy’. The overarching goal of Be.CULTOUR is to foster sustainable regional development through circular cultural tourism. The project will develop human-centred innovations inspired by cultural heritage, to support the transition of the tourism sector towards a circular economy.

Title of the project	Beyond Cultural Tourism
EU programme	Horizon 2020 (Innovation Action)
Duration	36 months, starting from 1 st February 2021
Coordinator	CNR-IRISS Italian National Research Centre - Institute for Research on Innovation and Services for Development
Partners	<ul style="list-style-type: none"> • Consiglio Nazionale delle Ricerche (CNR)-IRISS (IT) • Iniziativa Cube (IT) • Uppsala University (SE) • European Regions Research & Innovation Network (ERRIN) (BE) • ICLEI - Local Governments for Sustainability (DE) • ICHEC – Business management school (BE) • OUNL – Open University of the Netherlands (NL) • APT-BAS - Association for territorial promotion in Basilicata (IT) • PGT - Provincial Government of Teruel (ES) • ANETEL -Larnaca and Famagusta District Development Agency (CY) • LAONA Foundation for the Conservation and Regeneration of the Cypriot Countryside (CY) • VGR - Cultural Development Administration Region Västra Götaland (SE) • SCTM - Standing Conference of Towns and Municipalities National Association of Local Authorities in Serbia (RS) • NERDA - North-East Romania Regional Development Agency (RO) • VEM - NGO Verde e Moldova (MD)



Cultural tourism entails opportunities but also risks. If not managed properly, it can easily generate negative environmental, social and cultural impacts on local communities and ecosystems. Moreover, the level of development of cultural tourism between certain regions and sites, including those between the neighbouring countries in Europe, remains still unbalanced. Deprived remote, peripheral or deindustrialised areas lag behind, whereas high demand areas are over-exploited in an unsustainable manner.

Moreover, the outbreak of the COVID-19 pandemic has brought global, urban, and regional development and cultural tourism to a standstill, hitting all territories without distinctions and seriously jeopardising thousands of European cultural and tourism professionals' livelihoods. Despite the challenges, the tourism and culture sectors today face a unique opportunity to develop innovations towards more circular and resilient future. They are bound to reinvent and diversify their offer, attract new audiences in different ways, and develop new skills to support this radical transition. Capitalising on digitalisation, supporting circular tourism and promoting less exploited areas are now key to build a stronger, more sustainable and resilient tourism sector.

In February 2021, the Horizon 2020 funded project “Beyond Cultural Tourism – Be.CULTOUR” was launched with precisely this ambition. Selected with the maximum score amongst 86 proposals. Be.CULTOUR has 4 million Euros and 3 years to help regions develop human-centred and circular models for their cultural tourism sector. Led by the CNR IRISS, Institute for Research on Innovation and Services for Development in Italy, the consortium comprises 15 partners including research institutes, local and regional authorities, as well as European umbrella organisations.

Six EU and non-EU territories have accepted the challenge: the regions of Basilicata (Italy), Aragon (Spain), Larnaca (Cyprus), Västra Götaland (Sweden), Vojvodina (Serbia) as well as the cross-border area of North-East Romania and Moldova will be equipped with tools, knowledge and contacts to accelerate the development of innovative solutions in different thematic areas (Rural Co-living, Sensorial Heritage Experience, Contemporary Meanings of Heritage, Spiritual Travel experience, Nature As Heritage, Industrial Heritage Experience, Transformative travel, Remote Working Destination, Proximity Travel, Post-cultural tourism) and test them with a wide and diversified partnership of stakeholders in each site.

By adopting a human-centred quadruple/quintuple helix approach to co-design, Be.CULTOUR will result in 6 community-led Action Plans, 19 human-centred innovative solutions and at least 6 close-to-market prototypes of new cultural tourism integrated services and products: these will directly contribute to inclusive economic growth, communities' wellbeing and resilience, and nature regeneration in pilot sites, stimulating effective cooperation at cross-border, regional and local level.

19 teams will be selected and awarded to join the Be.CULTOUR Community of innovators and will have access to a training programme 100% funded by Horizon 2020 and dedicated to passionate innovators in charge of shaping the cultural tourism sector of the future!

More information on the project is available at: <https://www.becultour.eu/>



1.2 OBJECTIVES OF THIS CALL FOR PROPOSALS

The Objective of this Call for Proposals is to select and award the best 19 innovative solutions for circular cultural tourism development in remote and less-known destinations in Be.CULTOUR Pilot Heritage Sites¹, focusing on their specific challenges and areas of innovation².

Therefore, this call aims at creating innovative circular cultural tourism services and/or products in the following Be.CULTOUR Pilot Heritage Sites:

- Vulture-Alto Bradano area, Basilicata Region, Italy
- The cultural park of Rio Martin, Teruel province, Aragon region, Spain
- Larnaca rural cultural landscape, Larnaca Region, Cyprus
- Forsvik and Rydal Industrial Heritage Sites, Västra Götaland Region, Sweden
- Bač, Sremski Karlovci and Irig in Vojvodina Region, Serbia
- The Route of Stephan the Great and Saint, North-East Romania – Moldova cross-border area

The innovative solution should address the following three main concepts of Horizon 2020 Be.CULTOUR framework and definition of circular cultural tourism³, namely:

Circular economy in tourism

Human-centred design & development

Cultural tourism as driver of Europeanisation

While encompassing the following innovation areas:

- Rural Co-living
- Sensorial Heritage Experience
- Contemporary Meanings of Heritage
- Spiritual Travel experience
- Nature As Heritage
- Industrial Heritage Experience
- Transformative travel
- Remote Working Destination
- Proximity Travel
- Post-cultural tourism

Moreover, digitalisation and smart data management features will be considered a plus. Please find in ANNEX 1 the definition provided for each innovation area considered in this Call together with the three main concepts of Horizon 2020 Be.CULTOUR framework and definition of circular cultural tourism.

¹ Pilot heritage sites are the specific territorial areas in which the Be.CULTOUR project aims to test and validate innovative approaches to regional development through circular cultural tourism. See also: Be.CULTOUR Glossary <https://www.becultour.eu/glossary/>

² For each Be.CULTOUR Pilot Heritage Site and its related challenges, please check the specific open call on H2020 Be.CULTOUR website: <https://becultour.eu/Hackathon>

³ Circular cultural tourism in BeCULTOUR project defines a sustainable and regenerative cultural tourism model that aims to foster sustainable and equitable regional development implementing a “human-centred” circular economy model through the enhancement of abandoned, underused and less-known cultural and natural resources, enhancement of human capital and human rights, reduction of tourism pressure on over-exploited territories, reduction of wastes and natural resources consumption (energy, water, soil, biodiversity), increase of clean energy and green transport means, recycling and reuse of materials and products, and enhancement of locally based food and craft productions – finally empowering local communities, enhancing ecosystems, enhancing local identity, wellbeing, health and cultural diversity, and enhancing local entrepreneurial innovation ecosystems through cultural tourism. See also: Be.CULTOUR Glossary <https://www.becultour.eu/glossary/>



2. RULES FOR THIS CALL FOR PROPOSALS

The following guidelines set out the rules for the submission, selection and implementation of the solutions in the above mentioned Be.CULTOUR Pilot Heritage Sites.

2.1 ORGANISER

The organiser is as mentioned in this call ICHEC.

2.2 ELIGIBILITY CRITERIA

There are two sets of eligibility criteria, relating to the:

- composition of the team (see §2.2.1)
- minimum innovative solution(s) requirements (see §2.2.2)

2.2.1 COMPOSITION OF THE TEAM

-This Call for Proposals is open to individuals, companies, associations, foundations, institutions, and other entities (either individually or in association), which have a direct or indirect interest in intervening and/or contributing to the development of circular cultural tourism in one of Be.CULTOUR Pilot Heritage Sites.

-Whether individual or in association, each application should be submitted by a team made of 4 people⁴.

-At least one team member should be able to speak and write in English.

-If the entire group is composed by individuals, at least one team member should be a representative of a legal entity (i.e. have a VAT number or equivalent status).

-Participants should be preferably resident (in case of individuals) or legally registered (in case of organisations) in the following countries: Italy, Spain, Cyprus, Sweden, Serbia, Romania, Moldova.

-Gender equality in the group composition is a plus.

-Eligible applicants should fill in the application form at EU Survey (<https://becultour.eu/hackathon/form>) which includes:

Team composition and a concept note describing the innovative solution. Applicants should also attach the consent form and expression of commitment (See ANNEX 2) of each teammate, which are vital for the smooth running of Be.CULTOUR Hackathon and acceleration programme. The attachment can be uploaded directly with the application form.

2.2.2 INNOVATIVE SOLUTIONS

Definition

An innovative circular tourism solution is composed of a set of product(s) and/or service(s) aimed at creating a unique experience/tourist service.

Level of maturity

The proposed innovative solution is expected to be at an idea/concept level.

Innovation areas

The innovation areas addressed by this call are: Rural Co-living, Sensorial Heritage Experience, Contemporary Meanings of Heritage, Spiritual Travel experience, Nature As Heritage, Industrial Heritage Experience, Transformative travel, Remote Working Destination, Proximity Travel, Post-cultural tourism. The innovative solution must be fully aligned with the definition of circular cultural tourism provided in section 1.1. Therefore, it should encompass Circular economy in tourism, Human-centred design & development and Cultural tourism as driver of Europeanisation. Moreover, digitalisation and smart data management features will be considered a plus.

Location

⁴ The flight and accommodation will be covered for 4 teammates according to the conditions specified in this Call.
Call for proposals
2 March 2022



The applicants must select one of Be.CULTOUR Pilot Heritage Sites as their main area for the development of the innovative solution proposed.

3. LOCAL PARTICIPATORY WORKSHOPS

Seen that the innovative circular cultural tourism solutions will be linked with Be.CULTOUR local Action Plans for circular cultural tourism co-designed by the local community in each Be.CULTOUR Pilot Heritage Site, the applicants are welcome to participate in local workshops organised by project partners in each Pilot Heritage Site. During these workshops, the applicants will have the opportunity to meet the local community, discuss and understand the local challenges. To register, please check the specific call related to each Pilot Heritage Site available in Be.CULTOUR website at <https://becultour.eu/Hackathon/PilotHeritageSites>

4. SELECTION PROCESS

The selection process will be conducted in two steps, the “Pitch session” and the “Hackathon”, as described below.

4.1 STEP 1 - PITCH SESSION

The best innovative solutions will be selected by 16 May 2022 and the teammates will be invited to pitch their innovative solution during a pitch event to be held between 20-30 May 2022. Place and time will be communicated by email.

4.1 STEP 2 - HACKATHON

What is a Hackathon

A hackathon is a design sprint event that brings together professionals from different walks of life. It spans from multiple hours to a few days during which multidisciplinary teams brainstorm and solve a challenge, create a product prototype or conduct a case study. Hackathons provide a unique opportunity for teams to collaborate intensively on the development of their ideas into desirable, feasible and viable projects and it is known to be the shortest route to innovation.

Who will participate Be.CULTOUR Hackathon?

The selected innovative circular cultural tourism solutions submitted to this open call from each Be.CULTOUR Pilot Heritage Site will be invited to a 3-day hackathon in Brussels. The selected applicants are expected to commit to travel to Brussels and participate actively in the 3-day Be.CULTOUR Hackathon which will give them later on access to the Be.CULTOUR acceleration programme and the opportunity to develop and test their innovative solutions.

Be.CULTOUR Hackathon will take place from 7 to 9 September 2022, from: 09:00-18:00 at ICHEC Brussels Management School: Boulevard Brand Whitlock 6, 1150 Woluwe-Saint-Pierre, Belgium. It is planned to take place in person in English. However, given the current uncertainties regarding the course of the pandemic, ICHEC has an operational Plan B which provides for a fully virtual hackathon. In the event of force majeure, ICHEC's seasoned practitioners in distance learning processes and workshops will make sure to provide a vibrant and engaging digital experience.

Number of innovative solutions to be selected from this Be.CULTOUR Pilot Heritage Site: 3

Number of solutions participating in Be.CULTOUR Hackathon: 19

Number of participants per innovative circular cultural tourism solution: 4 people

Total number of participants: 100 participants

Outcome: a Minimum Viable Prototype⁵

⁵ For the scope of this Open Call, a Minimum Viable Prototype is a first non-marketable version of the product / service including its business model and a riskiest assumptions testing plan the team needs to dig deep into and solve in order to develop a viable go-to-market product. This MVP will drive the product/service roadmap for what the team should pilot first and what needs to be built year over year to achieve the vision.



What are we going to do during Be.CULTOUR Hackathon?

Be.CULTOUR Hackathon is structured in three intensive days from 09:00 to 18:00. During these 3 days, participating teams will go through the following stages:

Understanding my heritage site and circular cultural tourism

Identify my ecosystem, analyze the environmental and social impacts throughout the value chain, understand the scientific and technical aspects with a focus on energy, material flows, & understand the social issues.

Building desirable, feasible, viable and resilient circular cultural tourism solutions

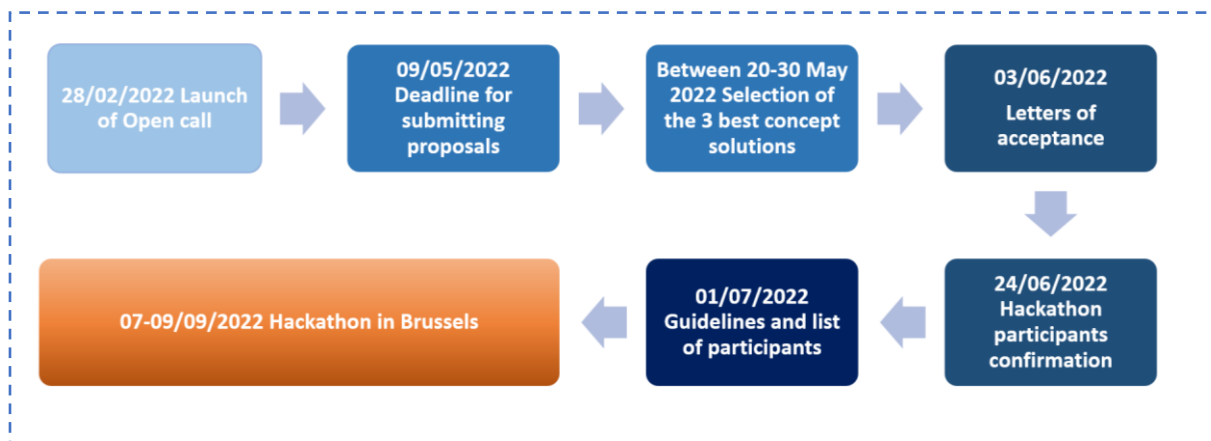
Operate in Design Thinking, Lean Startup, Agile mode, discover and apply the suitable Sustainable Business Model, test the designed solution, its technical feasibility, monetization and impact measurement.

Deploying the solution

Think about organizational design and governance needed to run the solution and set up a first roadmap describing next levels.

These sessions are designed as highly participatory processes that allows to move from idea generation to first solution prototyping. Business Model canvases adapted to cultural heritage sustainable tourism and circular economy approaches (i.e. inspired from the Flourishing Business Canvas; Strongly Sustainable Business Model; Inclusive Business Model) will help participants to consider the 4 main pillars of a business model: **desirability / feasibility / viability/ impact**.

During each of the above-mentioned days, a time for reflection is planned and coaching is provided by ICHEC Brussels Management school.



Be.CULTOUR Hackathon timeline



Why participate in Be.CULTOUR Hackathon?

During Be.CULTOUR Hackathon, you will have the possibility to interact and work with 100 innovators from: Be.CULTOUR Pilot Heritage Sites⁶; Be.CULTOUR Mirror Innovation Ecosystems⁷; and experts from European countries.

During the Hackathon the most innovative circular cultural tourism solution will be voted by a people's jury.

5. AWARD

The best solutions selected for each Pilot Heritage Site will enter the Be.CULTOUR Acceleration programme offered by ICHEC. The acceleration period will have a duration of 4 months and will be carried out on-line (except for the last meeting which will take place in person in the Pilot Heritage Site).

The acceleration period aims at making innovative circular cultural tourism solutions become concrete business solutions.

What is an acceleration period?

An acceleration period is a fixed term education, training and mentorship program accessible through a competitive application process aimed at speeding up the growth of new businesses.

What are we going to do during Be.CULTOUR acceleration period?

The 19 teams who completed successfully Be.CULTOUR Hackathon will have free access to a four-months acceleration period. A mentoring program run by ICHEC Brussels Management school which encompasses four key periods divided into tasks of 4 weeks.

Each key period starts with a meeting aiming at igniting the items to be covered during the period. The following paragraph describes the different key periods and what is expected from teams during each key period as follows:

Period I (25 October - 14 November 2022): Project structuring

A core team is identified in every Be.CULTOUR Pilot Heritage Site

⁶ **Be.CULTOUR Pilot Heritage Sites:** Vulture-Alto Bradano in Basilicata region (Italy), the Cultural Park of the Rio Martin in Aragon region (Spain), Larnaca rural cultural landscape (Cyprus), Forsvik and Rydal industrial heritage sites in Västra Götaland region (Sweden), Bac, Irig and Sremski Karlovci historic cities in Vojvodina region (Serbia), and along the Cultural Route of Stephan the Great and Saint at the cross-border of North-East Romania and Moldova.

⁷ **Be.CULTOUR Mirror Innovation Ecosystems:** Nicosia Tourism Board (Cyprus), Sviluppumbria (Italy), Regione del Veneto (Italy), Savonlinna Development Services Ltd. (Finland), Municipality of Leeuwarden (The Netherlands), North-West Regional Development Agency (NWRDA) (Romania), Timis County Council (Romania), Region of Thessaly (Greece), Regional development agency Srem (Serbia), Museo Diffuso dei 5 Sensi Sciacca - Cooperativa di Comunità Identità e Bellezza (Italy), Gwynedd County Council (UK), Greater Poland Tourism Organization (Poland), University of Algarve (Portugal), Kuldiga District Municipality (Latvia), Stadsregio Parkstad Limburg (The Netherlands), Saltaire Inspired (UK).



Solution features are fine tuned
 Solution roadmap based on a set of value streams is set up
 The first iteration is planned and executed

Period II (15 November - 12 December 2022): Assumption Testing

Riskiest Assumptions are listed and prioritized
 Testing of the most critical assumptions is performed
 The solution is updated according to lessons learned from the different tests

Period III (13 December 2022 - 23 January 2023): Pretotyping

Pretotypes are designed (eg : landing page, storyboard)
 Pretotypes are tested toward specific target customers / users
 Results are analyzed and the solution is adapted accordingly

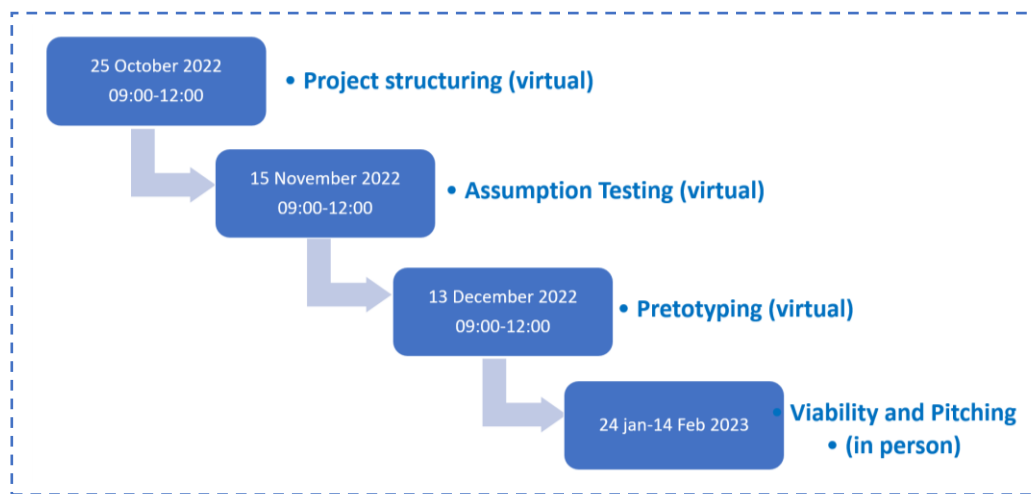
Period IV (24 January - 14 February 2023): Viability and Pitching

Financial numbers are fine tuned
 Pitches are created and challenged through dry runs
 Important stakeholders are identified
 The project is pitched to these stakeholders in order to get a first idea about their level of readiness re an engagement in the project (eg: bringing people, money and/or any other asset)

Meeting dates:

- Period I: Tuesday 25 October 2022 09:00-12:00 (VIRTUAL MEETING)
- Period II: Tuesday 15 November 2022 09:00-12:00 (VIRTUAL MEETING)
- Period III: Tuesday 13 December 2022 09:00-12:00 (VIRTUAL MEETING)
- Period IV: Between 24 January and 14 February 2023 (face to face meeting in Be.CULTOUR Pilot Heritage Site) The exact pitch date and place will be communicated in a later stage.

During Be.CULTOUR acceleration period (25 October 2022-14 February 2023), each team has 2 wild cards of 30-minutes. This means that they can contact ICHEC's team and schedule a 30-minutes meeting to address burning questions, drawbacks, concerns, or any other matter.



Be.CULTOUR acceleration timeline



6. WHERE AND HOW TO SEND APPLICATIONS

Application form

The application form includes: Team composition; and a concept note describing the innovative solution. Applicants should also attach the consent form and expression of commitment (See ANNEX 2) of each teammate, which are vital for the smooth running of Be.CULTOUR Hackathon and acceleration programme. The attachment can be uploaded directly with the application form. To apply at EU Survey: <https://becultour.eu/hackathon/form>

Deadline for submission

The deadline for submission of the application is 2nd of May of 2022 at 18:00 (CET)
Any application submitted after the deadline will be rejected.

7. EVALUATION AND SELECTION OF APPLICATIONS

Applications submitted to this open call will be examined and evaluated by an evaluation committee. The best applications from each Be.CULTOUR Pilot Heritage Site will be invited to pitch their solution to a local jury (see §4.1 Step 1 – Pitch session) which will take place online/hybrid between 20-30 May 2022. Each group will have the opportunity to present its solution and discuss its feasibility and viability. Out of the nine pitches, three innovative circular tourism solutions will be selected from each Be.CULTOUR Pilot Heritage Site.

Evaluation criteria

Innovativeness of the proposed solution 60

- Relevance to circular cultural tourism framework 30

(Circular economy aspects; Human-centred, fair and responsible tourism aspects; Cultural Europeanisation aspects)

- Relevance to the selected heritage site 20

(Contribution to the valorisation, reuse and regeneration of the target heritage site)

- Relevance to the innovation area(s) 10

(Coherence with the topics expressed in the target innovation areas, including cross-cutting areas such as digitalisation)

Expected impacts 30

(Social impact and social innovation, including benefit for local communities, engagement and/or wellbeing of cultural minorities and vulnerable social groups; Environmental impacts such as reduction of pollution, materials extraction; enhancement of biodiversity, energy, water, renewables & recycled materials use, etc.; Economic impacts in the region/site such as jobs generation potential, enhancement of local economy, increase in tourists' arrivals, etc.)

Group composition 10

(Internal skills and competences required for the implementation of the innovative solution proposed, motivation and commitment)



Should the examination of the application reveal that a submitted solution does not meet the eligibility criteria stated in Sections §2.2.1 & §2.2.2., the application will be rejected on this sole basis.

8. FURTHER DEVELOPMENT OF THE INNOVATIVE SOLUTIONS

The best solutions/teams awarded will have the possibility to apply for further support from Be.CULTOUR project for an amount up to 96,000 € in total for all Pilot Heritage Sites to develop their Minimum Viable Product and test it in real context. The terms of reference for the applications will be specified after the Hackathon according to principles of transparency, competition and best value for money in compliance with the rules of each country.

9. ACCEPTANCE OF TERMS AND CONDITIONS

In order to respect the different innovative solutions participating in Be.CULTOUR Hackathon and acceleration programme, the selected applicants agree to attend Be.CULTOUR Hackathon and acceleration programme on the assigned days.

Organizers reserve the right, unilaterally and without prior notice, to exclude any applicant to the Be.CULTOUR Hackathon, if it has suspicions or detects attempts to defraud, alter and/or disable, directly or indirectly, the smooth running and ordinary, proper course of Be.CULTOUR Hackathon.

Both the initial selection committee and the Jury appointed for the different phases of Be.CULTOUR Hackathon will have the ability to interpret and complete the Terms and Conditions of this Open Call and their decisions will be final.

Non-acceptance by the applicant of any of the terms and conditions of this Open Call will also involve her/his loss of the right to participate in Be.CULTOUR Hackathon and acceleration programme and/or obtain any prize that could be awarded.

Participation in Be.CULTOUR Hackathon and acceleration programme involves acceptance of the whole contents of these Terms and Conditions.

The applicant states and warrants that s/he is the owner, or obtained the appropriate consent to use, all of the data and information submitted to Organizers and that such data and information do not violate the rights of third parties, as well as it is true, correct and accurate to the best of her/his knowledge.

10. INTELLECTUAL PROPERTY

All applicants taking part in Be.CULTOUR Hackathon and acceleration programme declare that:

they have appropriate ownership or obtained the appropriate consent to use, of the applicable intellectual property rights (trademarks, copyrights, patents etc.) on the programs, ideas, software and / or content included in their innovative solutions;

they do not infringe third parties' intellectual property rights or any other applicable national or international right with reference to the contents, ideas, software etc. The participant will defend and hold harmless the Organizers from any liability regarding the use of the above-mentioned programs, ideas and / or content, etc.

Specifically, and in relation to the content and images that the applicants may show or disclose during Be.CULTOUR Hackathon and acceleration programme, they guarantee and are liable to Organizers and third parties for the following aspects:

They are legitimate owners or holders of rights, granting Organizers the license for their publication and, where appropriate, have obtained the necessary consent from third parties to do so.

They do not violate applicable laws such as those relating to data privacy rights, intellectual, industrial or similar property rights, honourability rights or any other right of a third party, notwithstanding if the third party is a natural person or an entity.



In the unlikely event that they publish personal details about another person during the course of the Open Call, Be.CULTOUR Hackathon and acceleration programme, they should have previously obtained their consent for the publication.

The applicants will therefore be liable to Organizers for the accuracy of the details reported, ensuring that they do actually pertain to them and not to a third party, holding Organizers harmless from any demand or claim that, if applicable, could be made by third parties in relation to the above statements, and any legitimate right to the content that is published and / or provided to Organizers as part of Be.CULTOUR Hackathon and acceleration programme.

The applicants are in any event solely liable for the consequences of damages or actions arising from use of the content and/or programs included in their innovative solutions, as well as their reproduction and diffusion.

Intellectual and/or industrial property rights for innovative solutions submitted in Be.CULTOUR Hackathon and acceleration programme will - where appropriate in each case - belong exclusively to applicants who submitted them.

11. CONFIDENTIALITY

Throughout Be.CULTOUR Hackathon and acceleration programme, confidentiality will be ensured with respect to the innovative solutions submitted by the applicants; Organizers only being able to diffuse, at any time and through any means, the general characteristics of these, as well as the names of these innovative solutions and those of applicants and, especially, the winners.

12. ADVERTISING BY FINALISTS AND WINNERS

When promoting the participation to Be.CULTOUR Hackathon and acceleration programme and its results, finalists and winners in any communication activity related to the action (including in electronic form, via social media, etc.) must:

a) display the EU emblem and Be.CULTOUR logo, and

b) include the following text:

“This innovative solution was finalist for/winner of Be.CULTOUR Open Call funded from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627”.

When displayed together with another logo, the EU emblem must have appropriate prominence.

Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

13. PRIVACY AND DATA PROTECTION POLICY

Organizers inform applicants to Be.CULTOUR Open Call that it respects current legislation regarding the protection of personal data, pursuant to the provisions of General Data Protection Regulation (GDPR – EU Reg. 679/16), approving the regulations implementing it, and users can at any time exercise their rights of access, rectification, cancellation and opposition regarding their personal data, communicating via email to ruba.saleh@ichec.be In these communications, please specify the name of the applicant - your email address and, if applicable, the name of the company on behalf of which you completed the forms on the website.

The legal basis of the processing is the consent for the processing applicants' personal data for the participation in Be.CULTOUR Open Call. Without that personal data processing the application cannot be fulfilled. The applicants authorize the responsible parties and potential assignees, to send to them any information content (newsletter) expressing their consent through the applicable forms. The possible refusal will not impact the participation in Be.CULTOUR Hackathon and acceleration programme.



A dedicated privacy policy is provided and must be read and accepted by the applicants before any application.

ICHEC undertakes to respect the confidentiality of the data included in the application and to use it in accordance with the collection purposes i.e.: to manage data regarding contact details and participants in Be.CULTOUR Hackathon and acceleration programme, to perform content delivery management (newsletters); and other purpose that might be indicated at the time of data collection. ICHEC will comply with its obligation to store data and to adopt all the reasonable measures to prevent alteration, loss, treatment or unauthorized access in accordance with the provisions of General Data Protection Regulation.

Personal data provided by applicants must always be truthful and complete. If they are false, Organizers reserve the possibility of refusing the right to compete for the prize at any time.

Applicants to Be.CULTOUR open call know and expressly accept that in order to manage and enable their participation and to manage Be.CULTOUR Hackathon and acceleration programme, Organizers may use both their image and personal contact data and, in particular, their email address in order to communicate with the semi-finalists and the winners and to inform them about the steps to take to ensure their pitch presentations between 20-30 May 2022; during Be.CULTOUR Hackathon and acceleration programme and; to be awarded the prize.

Finalists and winners agree that their name will be published on the **Be.CULTOUR project website** (<https://www.becultour.eu/>) as part of the management for their participation. Please download and read carefully the privacy policy: <https://becultour.eu/Hackathon/privacypolicy>

14. PUBLICITY

The Be.CULTOUR Consortium may use, for its communication and publicising activities, information relating to the action, documents and any other material (such as pictures or audio-visual material) that it receives from the applicants (including in electronic form).

The Be.CULTOUR Consortium will publish on the project website and social media the name of the finalist(s) and the winner(s), their origin, the prize and its nature and purpose, unless they have requested and justified the waiver of this publication because disclosure risks threatening their security and safety or harming their commercial interest.

Photos and videos taken by Be.CULTOUR team either in preparation of the award ceremony or during the award ceremony or during any other related event organised by BE.CULTOUR Consortium are the sole property of the BE.CULTOUR Consortium.

The BE.CULTOUR Consortium will publish on the project website and social media the name of the finalists and the winners.

15. MODIFICATIONS AND CANCELLATIONS

The Organizer cannot be held liable in any way for the conduct of the participants and/or the awarding of prizes. In any case, the applicant undertakes to hold the Organizers harmless and indemnified from any and all prejudicial consequences, costs, damages - including sanctions by the competent authorities - that may arise or may arise against them as a result of its actions or violation of the Regulation. If, for whatever reason, the initiative could not be carried out in accordance with the regulations, the Organizer reserves the right, at its complete discretion, to modify or cancel the initiative, without any liability for the Organizer, undertaking to publish these modifications through the website <https://www.becultour.eu/>. Participation in the initiative is free of charge.

Furthermore, if participants wish to make any modifications or cancellations related to the information provided, they must do so by sending an email to: ruba.saleh@ichec.be.

16. LAW AND JURISDICTION



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004627
Call: H2020-SC6-TRANSFORMATIONS-2020 – Type of action: IA (Innovation action)



These Terms and Conditions are governed by Belgian law and the applicants and the Organizers, expressly waiving any other jurisdiction, are subject to the Court of Brussels, Belgium, for any dispute arising between the parties. The language before the court will be French.



ANNEX 1

BOX 1: What is contemporary meanings of heritage?

Contemporary interpretation of cultural heritage sites through artistic creation, linking past and future perspectives and re-generating heritage “intrinsic value”, its meanings and sense, while generating intense emotional experience addressing citizens and visitors at the same time; also, developing new forms of heritage enjoyment such as gamification and virtual travel experience, creative and unconventional story-telling for example co-developed involving residents, and augmented ways to enjoy cultural heritage such as augmented reality and immersive hybrid digital-physical experience. A contemporary interpretation of cultural heritage sites which takes place by exploring present and past local heritage through various artistic forms. Abandoned and depopulated areas can be the perfect fit that certain Cultural and Creative Industries (CCIs) need/look for (e.g. film, photography, video projections and light installations, theatre, dance, music, etc). CCIs can make use of the heritage “intrinsic value,” its meanings and dynamics, while generating intense emotional and aesthetic experiences.

BOX 2: What is an industrial heritage experience?

Innovative ways to **create an audience for industrial heritage sites** as iconic architecture places and “modern cathedrals” telling the **history of European flourishing manufacturing**. The industrial revolutions have always generated deep cultural changes in the society, while they have been also oriented by scientific and cultural evolutions. **The types of industries and manufacturing activities in diverse European territories have profoundly influenced local culture and history**, for example coal, mining, textile industries, while they have stimulated the development of arts and design, as in the European Bauhaus, generating **iconic architectures and products**. European industrial heritage represents a unique testimony of this creativity, while the visit to **contemporary innovative craft/production places** could be enhanced as ‘real world’ cultural experiences, also stimulating entrepreneurial spirit and promoting responsible entrepreneurial culture.

BOX 3: What is remote working destination?

Home working has been one of the primary effects of the pandemic. As the situation pursued, an increasing number of workers, especially creative and cultural industry workers, have started to look for remote working destinations.

This trend allows people to experience new places and simultaneously fulfil the duties of their profession and/or work. Remote working allows people to break the routine of their lives, regenerate physically and psychologically and experience different lifestyles closer to nature or “slow living.” Moreover, for some creative professions, such an environment could offer new perspectives and inspiration.

Some authorities and organisations in charge of tourism are looking into long-term attraction of this visitor’s segment, hoping that this trend will stay beyond the long-tail of the pandemic in order to support local economies without displacing any permanent residents’ jobs.



BOX 4: What is sensorial heritage experience?

Immersive experience of places combining new ways of **enjoying and learning about intangible cultural heritage** – such as local gastronomy, wine, craft, music, language, history and traditional skills – with a more intimate and reflexive inner journey. Sensorial heritage experience includes learning and educational activities addressed to all age groups to get in contact more deeply with the local culture and traditions through their intangible heritage expressions using the five senses. Intangible heritage is often the result of a particular cultural environment, so to take part in this heritage in the place it originates is of unique value.

BOX 5: What is nature as heritage experience?

Nature can be perceived as cultural heritage by exploring the meanings and values of natural areas, their “genius loci” recognized over centuries and millennia. Natural heritage includes also, for example, the **cultural meanings attributed to view of the sky in local cultures**, often linked with mythology and traditional practices, as in astro-tourism experiences promoted by starlight reserves initiatives. Moreover, **local biodiversity**, as autochthonous flora and fauna species, and/or important geologic areas, can become **symbols of a territory and thus part of the cultural identity of local communities**. Enjoying “nature as heritage” means also developing **eco-tourism, trekking, sports, active & adventure experiential tourism solutions** in natural heritage sites. Viewing the night sky (e.g. star-gazing, astro-tourism) and/or biodiversity observation is much easier in less inhabited and/or visited corners of Europe. Areas with small population density, (limited) accessibility, or abandoned and depopulated areas often have less air, water, soil, noise and light pollution, therefore creating the right conditions for the enjoyment of natural heritage and outdoor activities.

BOX 6: What is proximity travel?

Proximity travel, also known as “staycation” is a practice that consists in travelling close-by to one’s daily environment. Citizens re-discover nearby cultural and natural sites, becoming tourists at home. What motivates travellers to pick this option, is the willingness to rediscovering a place in a different way, organising various tourist activities, living unusual experiences and responding to a need for a break from everyday life while remaining in an environment close to home.

BOX 7: What is spiritual travel experience?

Spirituality requires introspection and reflection. For most people, these can be achieved more easily when there are limited or no distractions. When the environment is slowing down, is relaxing the mind and body, and is inspiring people to think at what matters most in life not just on ephemeral actions.

Religious heritage appreciation intertwined with nature enjoyment, joining physical and spiritual health enhancement. This includes pilgrimage routes, spiritual retreats, and other diverse ways to regenerate and conserve religious heritage places, promoting the value of religious heritage by raising public interest and encouraging community engagement in the conservation and safeguarding of Europe’s religious heritage.



BOX 8: What is rural co-living experience?

Innovative ways to promote authentic **rural experiences in traditional cultural landscapes** through **homestay and hospitality** in rural villages, stimulating relationships between citizens and visitors through their participation in traditional activities such as agricultural and landscape maintenance, as well as local arts & crafts. Such offers represent a modality to break the routine and to experience another way of living.

BOX 9: What is post-cultural tourism?

This trend refers to people seeking to explore different forms of alternative travel which aim to discover authentic 'unusual', "un-exceptional", ordinary / 'daily life' places, which are not included in conventional cultural tourism itineraries, but can be representative of the authentic, 'real' cultural life of places, also discovering particular places in which social and cultural innovation is developed by active local organizations, artists and innovators, turning visitors into 'temporary residents' (e.g. urban peripheries, industrial areas, "daily life" neighbourhoods). This includes also providing new ways to integrate visitors and residents' daily life, promoting for example locals guides and/or unconventional digital guides able to enlighten 'ordinary' places through alternative itineraries, creative interpretation and unusual / engaging storytelling.

BOX 10: What is transformative travel experience?

Transformation is stimulated by learning and educational experiences, self-reflection, self-discovery or re-discovery, and integrates the experiences enjoyed during the trip into the visitor's daily life back home. Transformative travel permanently affects us. Traveling alone can be a way to develop confidence and new social skills. This is a growing tourism segment, including not only single millennials but even middle-aged people. However, some people traveling alone or in small groups do not always feel safe and trustful of local people. This includes finding new ways for making travellers feel comfortable, find trustful local people, and develop soft skills through cultural tourism.

BOX 11: What is circular tourism?

Circular economy in the tourism sector is mainly linked to the reduction of the negative environmental externalities of the tourism industry, such as pollution and generation of waste, but it goes beyond this by embracing the wider notion of sustainability. Circular economy models in the tourism sector are related to the effort for reducing wastes and natural resources consumption (energy, water, soil, biodiversity), enhancement of green transport means, recycling and reuse of materials and products, as well as the promotion of locally based food and craft products. Moreover, circular models are related to the reduction of tourism pressure on over-exploited territories, overcoming mass tourism, seasonality and "stop-and-go" tourism, promoting less-known and less-crowded destinations, but also overcoming tourism dependency by diversifying the local economy avoiding focusing on only one economic sector or tourism typology. Associated words: circular tourism, circular city, green tourism, sustainable tourism, circular business models.



BOX 12: What is human-centred, fair and responsible tourism?

Human-centred services and products are generally linked to placing 'real' needs of people and communities at the centre of the design process, overcoming extreme standardisation and providing diverse, tailor-made experiences, considering the special needs of the person. This concept can be effectively applied to develop inclusive tourism services and products. For example, the concept of cultural tourism "for all" is based on inclusive products and services addressing people with special needs. Human-centred tourism is also based on enhancement of human capital including skills and the entrepreneurial capacity, empowering local communities to take advantage of the benefit of a sustainable tourism and enhancing local entrepreneurial innovation ecosystems through cultural tourism. From the point of view of tourism service providers, human-centred businesses are committed to respect human rights paying attention to tourism workers' rights and avoiding any exploitative measure of people in tourism-related activities. Finally, from the point of view of the visitor, the human-centred tourism is linked to fair and responsible tourism behaviour, paying attention to contribute to places sustainable development and avoiding exploitative behaviours, as it is emerging through voluntourism or 'FairBnb' experiences.

BOX 13: What is cultural Europeanisation?

The travel experience in Europe can be an opportunity to explore the extremely rich and diverse European culture, history and identity, promoting educational and recreational activities focusing on European identity, culture, history and values, as well as the development of European Cultural Routes and European Heritage Labels. Cultural Europeanisation focuses on a shared sense of belonging based on the common history and cultures expressed in European tangible and intangible cultural heritage and landscapes.

BOX 14: What is smart destination management?

ICT, AI, 5G and IoT systems can be used for better tourism flow management to avoid overcrowding, enhance accessibility and safety, and foster evidence-based policies to enhance local communities' wellbeing, as well as the visitor experience. This includes the development of applications for enhanced travel experience, for example to visit less-known and less-crowded places, discovering 'hidden treasures' or accessing creative and unconventional guides to places. Through digital tools, visitors and residents can be also facilitated to become active actors of local sustainable development policies, expressing their preferences and needs and thus participating to enhancing local context, going beyond tourism by embracing regional/local sustainable development.

A Be.CULTOUR glossary is available here: <https://www.becultour.eu/glossary/>



ANNEX 2

Informed Consent Form for the processing of personal data

The Be.CULTOUR project ensures protection of your personal data and respect of your privacy. When carrying out this open call we adhere to the [Regulation \(EU\) 2016/679](#) (General Data Protection Regulation - GDPR) on the processing of personal data.

For more details concerning the processing of personal data within Be.CULTOUR project related to the participation of in the Hackathon, please read carefully the Privacy Policy at this link [\[https://becultour.eu/Hackathon/privacypolicy\]](https://becultour.eu/Hackathon/privacypolicy).

Participant 1 (group representative and contact person)

Name:

Surname:

Title of your innovative solution:

Email:

Country of residence:

Region:

Representative of a legal entity: yes/no

If yes: type and name of legal entity

Informed Consent

I confirm that I have read and understood the Privacy Policy.

I agree that ICHEC will process my contact details (name, surname, organisation, role, country and e-mail address) to re-contact me for the purpose of the organisation of the pitch session to be held online/hybrid in May 2022 and Be.CULTOUR Hackathon to be held in person in Brussels from 7 to 9 September 2022.

I have read and understood that the information received through this application form could be used for research purposes and for dissemination and communication purposes, without connection to personal data.

I hereby consent to receiving updates from Be.CULTOUR project newsletter

Yes

No

Expression of commitment

I, the undersigned, have read the proposal prepared by my group to be submitted for the Call for Proposals. In light of the above, I hereby commit to:

-Attending the three-day BeCultour Hackathon (7-9 September 2022) at ICHEC Brussels management School in Brussels;

-Following the acceleration period between 25 October 2022 and 14 February 2023;

-Cooperating with my group for the implementation of our innovative solution to the best of my ability.

Yes

No

Date

Signature



Participant 2

Name:

Surname:

Title of your innovative solution:

Email:

Country of residence:

Region:

Representative of a legal entity: yes/no

If yes: type and name of legal entity

Informed Consent

I confirm that I have read and understood the Privacy Policy.

I agree that ICHEC will process my contact details (name, surname, organisation, role, country and e-mail address) to re-contact me for the purpose of the organisation of the pitch session to be held online/hybrid in May 2022 and Be.CULTOUR Hackathon to be held in person in Brussels from 7 to 9 September 2022.

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-Cooperating with my group for the implementation of our innovative solution to the best of my ability.

Yes

No

Date

Signature



Participant 3

Name:

Surname:

Title of your innovative solution:

Email:

Country of residence:

Region:

Representative of a legal entity: yes/no

If yes: type and name of legal entity

Informed Consent

I confirm that I have read and understood the Privacy Policy.

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- Cooperating with my group for the implementation of our innovative solution to the best of my ability.

Yes

No

Date

Signature



Participant 4

Name:

Surname:

Title of your innovative solution:

Email:

Country of residence:

Region:

Representative of a legal entity: yes/no

If yes: type and name of legal entity

Informed consent

I confirm that I have read and understood the Privacy Policy.

I agree that ICHEC will process my contact details (name, surname, organisation, role, country and e-mail address) to re-contact me for the purpose of the organisation of the pitch session to be held online/hybrid in May 2022 and Be.CULTOUR Hackathon to be held in person in Brussels from 7 to 9 September 2022.

I have read and understood that the information received through this application form could be used for research purposes and for dissemination and communication purposes, without connection to personal data.

I hereby consent to receiving updates from Be.CULTOUR project newsletter

Yes

No

Expression of commitment

I, the undersigned, have read the proposal prepared by my group to be submitted for the Call for Proposals. In light of the above, I hereby commit to:

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-Cooperating with my group for the implementation of our innovative solution to the best of my ability.

Yes

No

Date

Signature