

## **Web3Tour Acceleration Programme Guide for Applicants**

This Open Call Guide is designed to help small and early-stage sustainable cultural tourism (SCT) businesses from Europe or Horizon Associated countries interested in participating in the Web3Tour Accelerator Program. The guide provides an overview of the program, the application process, eligibility criteria, and other relevant information.

### **About the Web3Tour Project:**

Web3Tour pioneers' innovation in Cultural Tourism, imparting Web 3.0, Metaverse, and Blockchain to professionals. Focused on digitalizing the sector, it enhances inclusivity, competitiveness, and job creation, especially for the youth. The project centers on Capacity Building through courses and workshops, fostering sustainability and a green transition in Sustainable Cultural Tourism SMEs. By incorporating innovative technologies, Web3Tour aligns cultural activities with SDGs, making the industry more sustainable and adaptive to local ecosystems, and promoting awareness and circularity through targeted training within the Accelerator program. The Web3Tour is supported by Creative Europe and will be conducted in a two-year timeframe from November 2023 to November 2025.

### **Acceleration Programme Overview:**

The Web3Tour Acceleration Programme aims to provide participants with the necessary competencies to grow and scale up their businesses, focusing on new business models, professional development, digitalization, and sustainability, by getting familiar with and integrating immersive technologies in their business models. Emphasizing new business models that incorporate circular economy practices, as well as immersive technologies capacities, such as Blockchain, VR/XR and Metaverse, the program promises to equip participants with the necessary competencies to flourish in the cultural tourism industry.

### **Apply here:**

[https://docs.google.com/forms/d/e/1FAIpQLSc2eRoRKOnRnJ0EopK7IsESiAat96med-ewDIWTBKUg3dG7ZQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSc2eRoRKOnRnJ0EopK7IsESiAat96med-ewDIWTBKUg3dG7ZQ/viewform?usp=sf_link)

### **Eligibility Criteria:**

- SMEs, including early-stage sustainable cultural tourism businesses
- Based in Greece, Cyprus and Slovenia.
- Operating within cultural tourism sectors

### **Selection Criteria**

- Potential for Growth and Scalability
  - The business demonstrates a clear growth trajectory and the ability to scale up within the sustainable cultural tourism sector.
  - The business has a well-defined market, target audience, and unique selling proposition.
  - There is evidence of a viable revenue model, financial planning, and the potential for profitability.
- Commitment to Sustainability

- The business incorporates sustainability practices into its operations, products, or services.
- The business demonstrates a willingness to adopt circularity principles to drive innovation and improve sustainability outcomes.
- There is a clear understanding and articulation of the environmental, social, and economic benefits of the business's sustainable practices.
- **Relevance to Cultural Tourism**
  - The business operates within one or more cultural tourism sectors, contributing to the promotion and preservation of cultural heritage and local traditions.
  - The business model aligns with the needs, trends, and demands of the cultural tourism market.
- **Familiarization with Immersive technologies and ability to integrate knowledge**
  - The beneficiary is familiar with Immersive technologies, will find value in the training programme and will be able to incorporate the knowledge received in his business model.
- **Quality and Clarity of application**
  - The Expression of Interest form is completed accurately and comprehensively, providing all required information.
  - The application demonstrates a coherent and persuasive argument for the business's suitability for the program.

The evaluation of applications is conducted by the Web3Tour Acceleration Programme selection committee, which carefully reviews each submission based on the criteria outlined above. Each application will receive a score from 1-5 for each of the above categories. The ones with the highest final score will be the qualified ones. The objective is to identify businesses that show the greatest potential for success within the program and that can contribute to the growth and sustainability of the cultural tourism sector.

## **Terms & Conditions**

By participating in the Web3Tour Acceleration Program and submitting your Expression of Interest Application Form, you agree to the following terms and conditions:

### **Eligibility:**

- Applicants must be businesses operating within the cultural tourism sectors in the eligible areas.
- Applicants must show a commitment to sustainability and an interest in adopting immersive technologies.

### **Application Process:**

- Applicants must submit a completed Expression of Interest Application Form by the deadline.
- All information provided in the application must be accurate, current, and complete.
- Incomplete or late applications may not be considered.

**Selection Process:**

- The Programme selection committee will review and evaluate all applications based on the criteria outlined in the Open Call Guide.
- Applicants will be notified of the selection committee's decision via email.
- The selection committee's decision is final and cannot be appealed.

**Programme Participation:**

- Selected participants are expected to actively engage in all program activities, including workshops, webinars, coaching sessions, and networking events.
- Participants must be willing to collaborate with others, sharing experiences, best practices, and challenges.
- Participants must adhere to any guidelines or requirements set by the Programme and its partners.

**Intellectual Property:**

- Participants retain ownership of their intellectual property. However, by participating, they grant the Programme and its partners the right to use their business name, logo, and a brief business description for promotional purposes.

**Confidentiality:**

- The Programme and its partners will handle all application materials and personal information in compliance with relevant data protection laws and the provided GDPR declaration.
- Confidential information shared during the program will be treated respectfully and not disclosed to third parties without prior consent.

**Changes and Termination:**

- The Web3Tour Acceleration Programme reserves the right to modify, suspend, or terminate the program or any of its components at any time, with or without prior notice to participants.
- If a participant fails to comply with these terms and conditions or engages in misconduct, the Programme reserves the right to terminate their participation at any time.

By submitting your Expression of Interest Application Form, you acknowledge that you have read, understood, and agreed to these terms and conditions.

**Data Protection:**

The Web3Tour Acceleration Programme and its partners will handle all personal information provided by applicants in strict accordance with applicable data protection laws, including GDPR. We are committed to ensuring the confidentiality and security of your data. Personal information will only be used for the purposes of program evaluation and participation and will not be shared with third parties without consent.

**More info:**

For more information about the Web3Tour Acceleration Programme and the application process, please visit our website (<https://web3tour.eu/en/>) or contact us at [hello@thefuturecats.com](mailto:hello@thefuturecats.com).