



Title	CAST
Date	2018 - 2021
Objective	The main objective of CAST is to support the creation, business development and scaling-up of companies in the tourism sector through incubators and accelerators integrating creativity, art and design skills from the Cultural and Creative Industries with cutting-edge technology, science and other relevant expertise.
Location /geographical coverage	<i>European Union / International</i> . In particular: Ireland, Cyprus, Spain, Italy, UK, Belgium, Germany and Denmark.
Organisation responsible for good practice	<i>WestBIC / CEEI-Burgos</i>
Stakeholders and Partners	<p>The direct beneficiaries will be SMEs in the creative, cultural and tourist sectors, which will receive support from the project and will be enabled to develop their activities through start up and scale up processes, including innovation, access to new markets and finance.</p> <p>The indirect beneficiaries are the other groups, which will benefit from the models and techniques developed and can participate in networks resulting from the project. An overview of the regions and bodies involved enables us to set out examples of these types of organisations below.</p>
Short summary	Incubation & acceleration support to sustainable tourism <i>start-ups and SMEs</i> to grow and scale internationally by creating a European network of accelerators.
Impact	<p>The main evidence of success is actual creation of the network within the first year of implementation of the good practice as a result of the efficient cross -border and cross-sectorial collaboration.</p> <p>Main performance indicators after 36 months of implementation:</p>

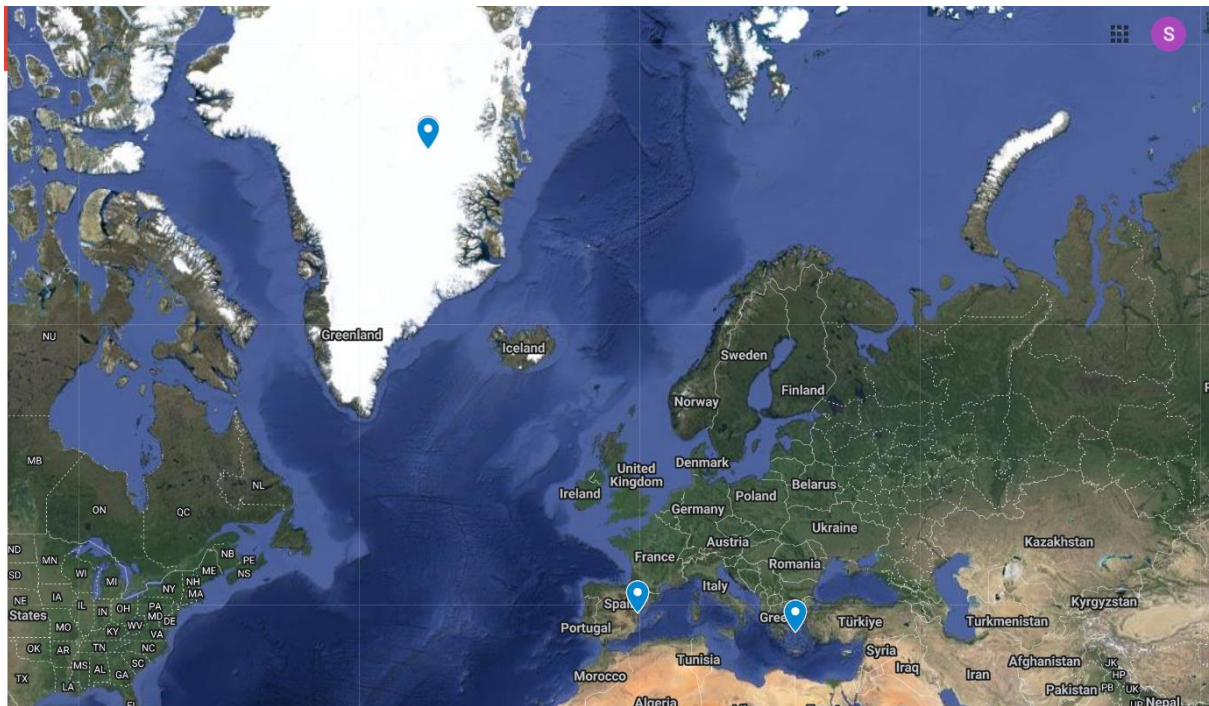
	<p>– Number of start-ups and/or SMEs supported: 72</p> <p>Number of start-ups converted to scale-ups: 18</p>
Innovation	<p><i>CAST brings together a consortium of organisations with enormous experience in working with creative industries across Europe and stimulating their creation growth and internationalisation – as well as in the tourism sector. All the partners have worked extensively and intensively with creative enterprises, stimulating innovation and cross sector working.</i></p>
Lessons learned	<p><i>What are the key messages and lessons learned to take away from the good practice experience?</i></p>
Tools	<p><i>CAST envisages four type of actions:</i></p> <ul style="list-style-type: none"> - <i>Mapping and showcasing.</i> <i>These two aspects are combined as the mapping provides recognition of conduits for dissemination at project end and liaison during the project.</i> - <i>Business support: models and delivery.</i> <i>Business support actions, identification of novel methods and identification of most effective scale up actions. It also involves developing or transferring methods and testing them with SME audiences.</i> - <i>Financing.</i> <i>Requirements for appropriate means of supporting enterprises in getting finance in a variety of situations.</i> - <i>Innovation and proof of concept.</i> <i>The nature of innovation is structured on the basis of a review of literature carried out by an expert partner. These are developed in concert with the partners, who are regularly involved in this type of development and a means of support identified and codified. Enterprises will be assisted through the innovation process by special creative sessions and by adoption of the codified documentation, which will involve internal training.</i>
Sustainability	<p><i>The ten partners of the project have partially allocated two staff members each average along the 36 months of the implementation phase. External experts have been used as well.</i></p>

	<i>The network has been already established and will continue following project end.</i>
Replicability and/or up-scaling	<p>CAST good practice will be ready to be transferred after the implementation of the project as a blueprint for future developments.</p> <p>The methodology, along with outcomes and risks detected, is being properly documented and will be possible to be adapted in other countries/regions/communities with the minimum infrastructures, resources and facilities required to the creation of the network as the knowledge and know how will be transferred.</p> <p>To enlarge the already established network by integrating new countries, initially within the EU, in order to keep counting on the support of programmes like COSME. A second stage of development could be integrating additional countries, or networks, outside the EU.</p>
Contact details	Juan Carlos Martinez Barrio, CEEI-Burgos, jcmartinez@ceeiburgos.es
Related Web site(s)	https://castnetwork.eu www.ceeiburgos.es
Related resources that have been developed	<p>Map and taxonomy of creative – tourism collaboration across Europe with associated supports.</p> <p>Tourism Boot camps.</p> <p>Tourism Digital Hackathon.</p> <p>Access to inventory of physical support facilities and making them commonly available.</p> <p>Incubation and acceleration techniques.</p> <p>Provision of report on mapping of existing investor and financier activity</p>



SMARTOUR

Interactive map of good practices



SMARTOUR

2023-1-DK01-KA220-VET-000151681

Web site:

E-Learning:



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