

LETTER OF SUPPORT

Project CulTourData-Supporting data-driven innovation for tourism SMEs in European Capitals of Culture

With the present letter,

I Marie DUPUIS-COURTES, in quality of Président of the Association Rouen Seine Normandie 2028, want to express our full support to the implementation of the project in object, its impact on the local and community development and the possible results for the overall touristic SMEs and creative sectors of our regional ecosystem.

I am aware that the project involves the SMEs in European Capitals of Culture, for a period of 25 months, financed by the European Union, within the COSME Program (EU Submission number: Grant Agreement 101038124).

I am aware that the main objective is to enhance the development of touristic SMEs and stimulate their business growth through the value of ECoCs event and network and the focus on data driven solutions.

The project will help the involved enterprises to develop data driven strategies in the business management, events and process organization, and culture sharing activities, to be more attractive and competitive, sustainable and innovative for them and their clients.

The 8 institutional partners of the 7 participating Countries work together to achieve the following results:

- The cultural legacy of the ECoCs is useful to create a productive network among touristic destinations and touristic enterprises;
- Strength the sustainable tourism and develop a common space for the co-creation of future events, stimulating synergies and different kinds of business to create a mix of tourism, culture and technology;
- The project increase the data driven touristic innovation, the support to the cultural tourism, to be accessible and transformative across Europe. Develop a common objective between SMEs and ECoCs, based on pillars like: capacity of initiating processes, mentoring development, creativity oriented collaborative meetings, etc...

There will be 100 touristic SMEs and 100 Creative Industries involved, together with 60 high tech digital users and the following actions will be implemented to achieve the goals:

- ECoC-led Ecosystem - Supporting cooperation, capacity building and knowledge transfer among ECoCs (past, present and upcoming) especially with regard to the legacy and synergies between CCIs and tourism, to enhance their ability to develop mid to long term strategies to promote balanced and sustainable tourism growth.
- ECoCs-Watch - Boosting and learning how to create a data-driven culture among ECoCs, especially future Capitals. Data collection and analysis, market intelligence, best practices to enhance strategies when applying such data for tourism development and to optimize the legacy of ECoCs.

-Transformative Bootcamp - Building on the information and insights from the ECoC Watch to empower tourism SMEs to be data- driven market players through:

- a) Inspirational mentoring between digitally advanced SMEs and those lagging behind in the digital transformation process
- b) Virtual training programme to explore and learn data-driven approaches;
- c) Collaborative Matchmaking to help tourism SMEs move through their digital transformation, supporting them to be more sustainable and provide travelers with more personalized experiences.

-ECoCs Policy Lab – Stimulating active participation in cultural and tourism policy making at local and regional level helping diverse audiences (public authorities, businesses, associations and NGOs, foundations and communities) explore and understand the data collected through the ECoCs Watch.

Each partner is linked to one Capital of Culture (past, present or future), including Matera 2019, Leeuwarden 2018, Chemnitz 2025, Košice 2013, Leiria 2027 and Extremadura 2030, to exploit the value of networking and experience.

Signing this letter I am aware there will be no financial duties or commitment and that the potential cooperation with the partnership will be explored according to the specific possibilities and opportunities my organization will find most suitable.

Done in Rouen, 13/03/2023

Pour l'Association Rouen Seine Normande 2028

La Présidente



Marie DUPUIS-COURTES