

July 2023

NEWSLETTER

1st Edition

WHAT IS CE4RT?

The main objective of CE4RT is to directly support SMEs in transitioning to a circular and regenerative tourism business model thus enabling the future resilience of this sector. This is a collaborative project supporting a network of tourism SMEs across five partner European countries in the areas of Sustainable Practice, the Circular Economy and Regenerative Tourism.

The project commenced in January 2023 and will continue until January 2025 with an overall budget of 1.17 million Euro funded through the European Innovation Council and SME's Executive Agency (EISMEA) Union Single Market Programme - COSME-2021-TOURSME.

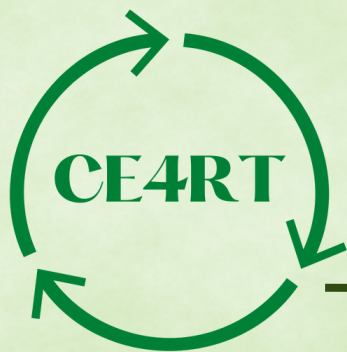
CE4RT CONSORTIUM PARTNERS



MTU are delighted to be leading the CE4RT project and welcome the opportunity to engage with our project partners and directly with tourism SMEs on the concepts around using circular economy to achieve a more regenerative approach to tourism. Apart from overall project management and co-ordination, MTU will develop (with input from partners), the training programme for SMEs chosen to participate on the programme.



Co-funded by the
European Union



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The role of the Iceland Tourism Cluster in CE4RT is to recruit 16 SME's from Iceland that are willing to work on their sustainability policy, get familiar with the terms of circular economy and learn to build up products around regenerative developments in Tourism.

The role of the Cluster is also to take a active part in the development of work packages connecting to the overall criteria's and evaluation of SME's that will get awarded with the funding.



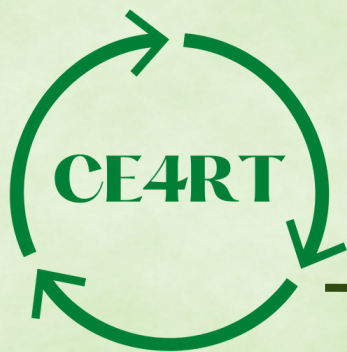
ÍSLENSKI
FERÐAKLASINN
Iceland Tourism Cluster



Danmar Computers Company was established on 1 May 2000 as an IT company. The main objectives of their activities were and still are trainings and IT system implementations. However, over the years, the scope of services provided by Danmar Computers has been regularly extending.

Comhaontas Turasóireachta Chorca Dhuibhne / Dingle Peninsula Tourism Alliance (CTCD/DPTA) is a voluntary not for profit organisation, dedicated to the development and promotion of sustainable tourism on the Dingle Peninsula, Ireland. It was established as a Community-based Tourism Co-operative and represents a cross section of the area's businesses, communities and committees on the Dingle Peninsula of which 97% of all local businesses are family run. Since its origins in the 1980s, it has created a supporting network to these family run businesses who in turn are integral to the sustainability of our communities due to the decline of the traditional fishing and farming of the area.





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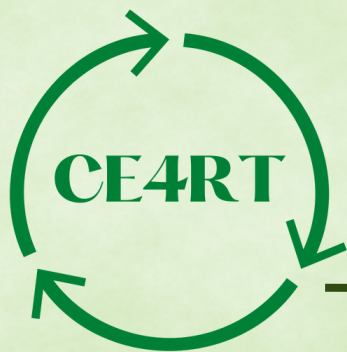


The Tourism Space strongly believe in widespread collaboration, professional development and transformational leadership as the cornerstones of tourism's future. For them, "Better Tourism" is more than doing less harm and becoming carbon efficient. It is about doing more good and ensuring the places are better as a result of tourism and empowering visitors to have transformational experiences.

Samiedu is known as a high-quality institution and an excellent coordinator and partner in pedagogical development projects. Samiedu is a four-time winner of the National Quality Award granted by the Finnish Ministry of Education and Culture for developing good practices in vocational education and training.



Business Development Friesland or also known as BDF are responsible for the dissemination efforts of the CE4RT project. Apart from this responsibility, BDF will also recruit 16 SMEs from the Netherlands who will take part in the project to further improve their sustainability policy.



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OPEN CALL

The call is now open! Tourism SMEs across the 5 partner countries (Finland, Iceland, Ireland, Poland and The Netherlands) may now apply to be included on the CE4RT programme. Participation on the programme is completely FREE and the chosen SMEs will benefit from:

- A FREE online training programme with masterclasses from key international experts
- Up to €8000 per SME to cover coaching and certification to suit their business needs and readiness stage in the sustainability journey.
- An opportunity to participate in networking events online to support peer learning and sharing best practice.
- A selected number of the chosen SMEs will participate in workshops and conferences in Iceland and Ireland to advance knowledge transfer, training and networking.

The call will remain open for applications from SMEs until SEPTEMBER 28th 2023 and the programme will run from November 2023 to November 2024. For more details see the project website <https://ce4rt.euproject.site/> . The application form can also be accessed from the project website. Any questions should be directed to Kristin.Brogan@mtu.ie

